

# KFC Launches the World-Renowned “Double Down”



KFC Launches the World-Renowned “Double Down” Legendary Menu, Ready to Serve to Customers on 30 May-30 June 2019 Only

KFC Thailand, Thailand’s number 1 quick service restaurant (QSR) brand, reiterates its stance as the number one in fried chicken in Thailand, launching the globally famous menu, Double Down, with the collaboration with CARNIVAL, a leading Thai street fashion brand, to create new collection via its brand icons. Double Down will be served at all branches nationwide on 30 May-30 June 2019 only.

Sakechai Choomuenwai, Vice President, Brand Strategy and Integration, KFC (Thailand), Yum Restaurants International (Thailand) co.Ltd., said KFC has created its image as the delicious high-quality fried chickenseller all through the past 35 years of presence in Thailand. KFC will this year refresh its brand through the “ONE OF A KIND” concept to express its brand originality and amplify the market perception of KFC as simply beyond food brand.

Recently, KFC launches its world-famous and best-selling Double Down – the menu with a global sale of more than 10 million pieces. Double Down is a menu that consists two pieces of crispy-fried chicken attached to each other with smoked chicken, cheddar cheese and condensed My Hot sauce stuffed in between. Double Down, a combination of crispy, sour and spicy ingredients, will be sold at THB89 per piece from 30 May to 30 June 2019 only (limited serves) for either eat-in, takeaway and home delivery services.

Together with this biggest launch, KFC has created a vital phenomenon through synergizing with CARNIVAL, one of the most influential street fashion brands in Thailand, to initiate KFC X CARNIVAL collection to diversify its brand personality from food to fun, creativity and nonconformity. The limited edition of KFC X CARNIVAL collection includes hooded jackets, T-shirts and other items, priced from THB 350 to THB 1,990, and will be available from 29 May 2019 at the new collection launch event at CARNIVAL shop, Siam Square.

“KFC and CARNIVAL have various common interests, ranging from their “ONE OF A KIND” brand personality and their affection for creativity and fun. KFC has passion in creating its fried chicken menus, while CARNIVAL loves to produce street fashion. With the mutual stance, we have come up with this collaborative project,” said Sakechai.

KFC plans to unveil new menus regularly in each month to reflect its brand personality and develop its flagship store by the end of this year. Currently, it operates 739 branches nationwide, 272 of which are being managed by Central Restaurant Group, 292 branches by QSR of Asia and 175 branches by Restaurant Development. It sets a target to expand its chain to cover more than 1,000 branches in 2020, from which a minimum of 100 branches will be in drive-through model – an increase from 73 drive-through branches at present.

About KFC Thailand

KFC is one of the most popular Quick Service Restaurant brands across the world. Established by Colonel Harland Sanders in 1952. KFC franchisees and brand management is currently directed by

Yum! Restaurants International (Thailand) Co., Ltd. while Central Restaurants Group Co. Ltd., Restaurants Development Co. Ltd and The QSR of Asia Co., Ltd. operate KFC stores nationwide. KFC is committed to continually innovate and present new signature menus that adhere to the highest quality and safety, in order to meet global standards. KFC also provides the best training to employees to ensure the best and warmest service and experiences for customers at KFC stores, as well as the 1150 call center delivery service system and [www.kfc.co.th](http://www.kfc.co.th) For more information about KFC Thailand, please visit [www.kfcthailand.com](http://www.kfcthailand.com)