

## KFC faces cultural backlash in China

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Kentucky Fried Chicken is facing a backlash in China after the company used a long-dead Chinese vegetarian hero to promote a chicken sandwich.

The Independent reported that KFC ran an ad that featured an aging Taoist monk proclaiming the new chicken burger to be a "masterpiece." The ad has drawn anger as the monk represents Fu Qingzhu, who, in the 17th century, helped defend China against invaders.

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*Source - United Press International*

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