

KFC Announces Switch to Zero Trans Fat Cooking Oil Following Two-Year Test for Same Great Taste
2006-10-31

All 5,500 KFC Restaurants in U.S. Expected to be Converted by April 2007

KFC Corporation announced today it is converting all of its 5,500 restaurants in the United States to a zero grams trans fat cooking oil. The new oil, a low linolenic soybean oil, will replace the partially hydrogenated soybean oil in current use in KFC restaurants. The conversion, which follows over two years of extensive testing of oil options to identify the same taste profile, has already begun in many KFC restaurants and is scheduled to be completed by the end of April 2007 nationwide.

Once the transition is complete, KFC's most popular signature products, including Original Recipe and Extra Crispy chicken, will contain zero grams of trans fat. Other products that will have zero grams of trans fat are: Crispy Strips, Wings, Boneless Wings, Honey BBQ, Buffalo and Crispy Snacker Sandwiches, Popcorn Chicken, Twisters and Potato Wedges. Many KFC menu items today already contain zero grams of trans fat, including: all Tender Roast Products, Honey BBQ Sandwich, Honey BBQ Snacker, and many side dishes such as Green Beans, Mashed Potatoes, Corn on the Cob and Coleslaw.

'We are pleased to announce KFC is switching to a zero trans fat cooking oil for all of our fried products,' said Gregg Dedrick, President of KFC Corporation. 'This conversion follows more than two years of extensive testing to identify an oil that provides all the same delicious taste as our original recipes with zero grams of trans fat. The great news is that KFC's Original Recipe and Extra Crispy chicken, along with the majority of our menu items at KFC, will have the same delicious taste with zero grams of trans fat. This is a win-win for our customers.'

Dietary Guidelines for Americans recommend minimizing the consumption of trans fat as part of a healthy diet. As a result, the announcement by KFC was praised by leading health officials, including Richard H. Carmona, M.D., M.P.H., FACS, the 17th Surgeon General of the United States. 'I congratulate KFC on their decision to switch to a zero trans fat cooking oil,' said Dr. Carmona. 'Trans fat has been shown to increase the risk for heart disease. The good news is that people can reduce their risk for heart disease through food choices and physical activity. I'm pleased that KFC is making significant changes to help Americans make healthier choices, and I encourage other companies to follow their lead.'

Dedrick said that today's announcement is the culmination of a two-year effort that has involved extensive research, development and testing. 'We've tested a number of different oils and we're pleased we have found one that keeps our chicken finger lickin' good -- with zero grams of trans fat. Today's announcement is a breakthrough because consumers are oftentimes asked to compromise by choosing between eliminating trans fat, and better taste. We think Colonel Sanders would be proud that we have found a solution that keeps all the delicious taste of KFC's Original Recipe chicken, while making the majority of our menu zero trans fat.'

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