

Yum to Copy McDonald's to Fix U.S. Unit

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Yum Brands Looks to McDonald's Success Story for Turnaround Plan at U.S. Division

After a year of disappointing results in its U.S. division, Yum Brands Inc. is looking to copy one of its biggest rivals in the fast food industry in a bid to turn the troubled business around.

At a meeting with investors and analysts Wednesday, Yum Chief Executive David Novak said the chain would introduce new products, including beverages and breakfast meals, expand its value menus and offer healthier options at all three of its main U.S. brands -- KFC, Taco Bell and Pizza Hut.

Novak said the U.S. division's transformation is being modeled after moves made in the past few years at McDonald's Inc., which added healthy options, better quality food and beverage choices to its menu. The changes there led to far higher sales and profit at the nation's No. 1 hamburger chain in the past year.

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