



GENERAL QUESTIONS AND ANSWERS

What is the change being made by KFC?

We are pleased to announce that KFC is switching to a zero trans fat cooking oil for all of our fried products, including fried chicken and potato wedges. The great news is that KFC products will have the same delicious taste our customers love, with zero grams of trans fat.

What is the new oil? How is it different?

The new oil is a low-linolenic soybean oil which has zero trans fat. Prior to this we used a partially hydrogenated soybean oil.

What is trans fat – and why is this change significant?

Trans fat occurs naturally in some meat and dairy products but is also produced when hydrogen is added to vegetable oil, through a process called hydrogenation. Trans fat can be found in vegetable shortenings, some margarines, crackers, cookies, snack foods, and other foods made with or fried in partially hydrogenated oils. Studies have shown that trans fat may raise bad cholesterol and lower good cholesterol and therefore may increase the risk of coronary heart disease.

The 2005 Dietary Guidelines for Americans, published jointly every five years by the Department of Health and Human Services and the Department of Agriculture, recommends that individuals keep trans fatty acid consumption low as part of a healthy diet. Now our customers can enjoy our delicious fried chicken with zero grams of trans fat.

Why is KFC making this change?

At KFC, the trust and confidence of our customers is our number one priority. That's why we've been working on reducing trans fats in our products for over 2 years. When health authorities identified trans fat as being of particular concern, our customers told us that they love our chicken, but they wish we could find a way to take the trans out. After two years of research and testing, we are pleased to announce that we are switching to a zero trans fat cooking oil in all of our restaurants.

Will the taste of KFC chicken change?

The great news is that KFC products will have the same delicious taste our customers love.

Is the original recipe changing?

We're cooking with the same 11 herbs and spices in the Colonel's Original Recipe – the only thing we took out is the trans fat.

Will this change affect all KFC restaurants? When?

After two years of testing, we are converting all of our 5,500 restaurants to zero grams trans fat cooking oil, and expect to complete the roll-out by April 2007.