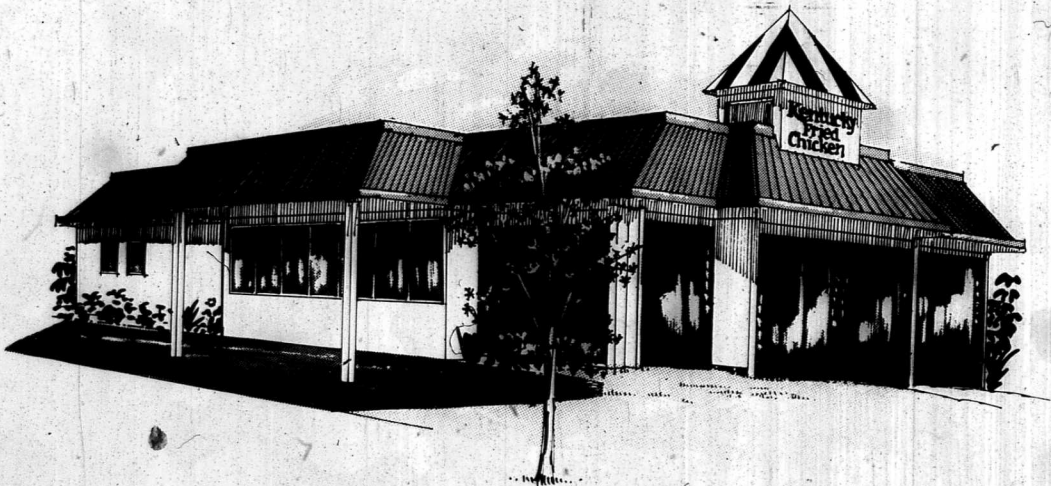


SIT DOWN, DRIVE THRU, TAKEAWAY.

Now three ways to enjoy the
Colonel's Secret Recipe in New Plymouth.



Now open in New Plymouth is a stunning new look Kentucky Fried Chicken store at a new address. This is your invitation to visit us at the corner of Courtney and Gover Streets. Try our comfortable new sit

down restaurant complete with an exciting childrens playground, the convenient drive thru and our improved take away facilities. All great ways to enjoy our delicious secret recipe chicken.



Kentucky Fried Chicken™

It's just the way I like it!

Kentucky Fried Chicken relocates in New Plymouth



"Ideal" store

New Plymouth is one of three cities in New Zealand to gain a totally new look Kentucky Fried Chicken store.

And the city's diners had their first taste of the Colonel's own in the new store when it opened its doors on the corner of Courtenay and Gover Streets on Monday.

The layout of the building has been designed around the latest planning and technology from the KFC International group — the results of which they have dubbed the "ideal store". The building includes a 54-seat restaurant and a new drive-through facility.

While the exterior of the store has been painted in the company's corporate colours of light beige and rust red, the interior features modern pastel colours and timber panelling.

The effect is relaxing and elegant with its cool Italian ceramic-tiled floor, pleasant dining alcoves, and large windows overlooking the children's playground.

The kitchen is probably one of the most up-to-date technologically in the country, and will add considerably to staff efficiency and creation of a pleasant working environment.

For KFC diners in a hurry the store's new drive-through facility makes buying takeaways easy.

Customers will simply drive up to a menu board at the side of the complex and give their order through a microphone. The order will be ready almost as soon as the driver reaches the delivery window.

Speed of service is an essential part of Kentucky Fried Chicken's operations and customers in-store can expect their meal in about 90 seconds from ordering, according to the company.

New Plymouth store manager George Randall says he is pleased to be able to offer such modern facilities to Kentucky Fried Chicken customers.

"We are delighted to be moving into the centre of town as we will be a lot more accessible to our customers," he says.

Importantly the new operation is going to employ at least 12 new staff in New Plymouth.

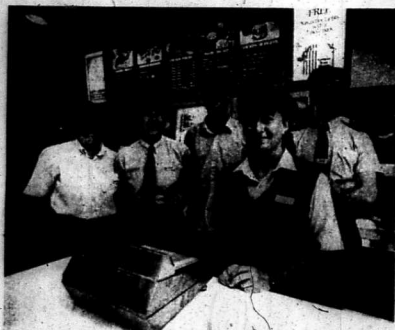
"We will be taking on and training new people and they, together with my existing staff, are sure to make a first class team," says George.

Kentucky Fried Chicken has relocated in New Plymouth. Above, a night view of the new store and its drive-through facility.

A Taranaki Herald SPECIAL FEATURE

Right, a restaurant area allows diner to sit and eat.

Left, some of the KFC staff behind the new counter (from left, Bronwyn, Denise, Carl, Donna and manager George Randall).



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How it began

In the mid 1830s, Colonel Hariard D. Sanders was operating a motel and cafe in Corbit, a small Kentucky town.

It was here after much experimentation, that he hit upon his new famous recipe that boasts "11 herbs and spices."

The Colonel's business thrived until a new interstate highway bypassing Corbit, and a recession economy, forced him to sell up in the 1850s. At the age of 66, he took his recipe on the road and sold his cooking process and packaged spices to restaurant owners all across the United States.

He'd teach them how to prepare his unique chicken then, cooking completed, go into the restaurant's dining room and do what he called "Coloneling" — making sure the customers were happy with the chicken and the service they received.

Eventually the business grew larger than he could handle so he sold to a group of people who formed the Kentucky Fried Chicken Corporation.

The Colonel remained, however, as Kentucky Fried Chicken's Goodwill Ambassador — assisting with the company's rapid growth — until his death in 1980 at the age of 90.

Kentucky Fried Chicken (New Zealand) Limited is jointly owned by the Kentucky Fried Chicken Corporation and New Zealand's leading food company Goodman Fielder Wattle Ltd.

The first KFC store in New Zealand was opened at Royal Oak in Auckland in 1971. Since then KFC in New Zealand has expanded at a rapid rate and now has 50 stores operating in key towns from Whangarei to Invercargill.

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