

KFC reveals new modern store concept

Earlier this week, KFC revealed the first glimpse of the fast food restaurant chain's contemporary new store design - the first of its kind both locally and internationally.



Media and guests were given a guided tour of the revamped Ferndale store which is maximised for comfort and connection, making use of strategically placed wooden elements, warm lighting and carefully selected furniture.

Customers can look forward to a more connected eating experience in many ways. Seating areas have been arranged for more natural engagement using lounge areas, booths and large communal tables.

At the event, guests most enjoyed connecting with the innovative new in-store technology. The free Wi-Fi kept them snapping and sharing, while some took a moment to create a personalised playlist using the mobile app and listen to it via one directional speakers in a booth.

The MC for the day and YFM DJ Khutso Theledi said, "We are at the KFC Ferndale store this morning [Tuesday, 3 November] for the launch of KFC's new store design. I love the warmth it brings and the vibe it has and the free WIFI, who can forget that! Also the music, I am a radio DJ so music is absolutely everything for me. I can't wait for people to experience the new store and hashtag #KFCNewLook."



After seeing the new look KFC store for the first time, KFC franchisee Gabby du Plessis said, "I am very excited to have the new KFC look. Its clean and fresh and about the product."

According to Mike Middleton, Chief Marketing Officer: KFC Africa, the aim of the revamp was to improve the customer experience at every touch point.

"At the heart of the new design was the desire to improve the hospitality of the stores, inviting customers to feel more comfortable both physically and emotionally, and thus spend more time in our restaurants. We've done this in a number of ways through furniture, décor, lighting and technology. By the end of 2016 we aim to have over 250 of our KFC stores remodelled into this great new look."

Visit KFC Ferndale at 20 Malibongwe Road, Ferndale, Randburg to see the new store design and share your thoughts using the hashtag #KFCNewLook.

For more, visit: <https://www.bizcommunity.com>