



KFC Exits Kentucky: What It Means for the Iconic Brand

Description

New York

CNN

—

KFC, also known as Kentucky Fried Chicken, is leaving Kentucky. This is where the company started.

Yum Brands owns KFC. They announced that KFC's offices will move to Texas. The new office will be near Pizza Hut's office in Plano, Texas.

KFC has 30,000 restaurants in 150 countries. The company is moving to help all its brands work better together.

There will still be a new KFC restaurant in Louisville, Kentucky. But, many people are unhappy about the move.

Governor Andy Beshear of Kentucky is disappointed. He thinks KFC belongs in Kentucky. He hopes the company will stay.

Vocabulary List:

1. **Announced** /ə'naʊnst/ (verb): Made a public declaration about something.
2. **Disappointed** /,dɪsə'pɔɪntɪd/ (adjective): Feeling sad or displeased because something did not happen as expected.
3. **Belongs** /bɪ'lɒŋz/ (verb): Is the rightful possession or appropriate place for something.
4. **Moving** /'mu:vɪŋ/ (verb): Changing location or position.
5. **Unhappy** /ʌn'hæpi/ (adjective): Not pleased or satisfied.
6. **Help** /hɛlp/ (verb): To assist or make it easier for someone to do something.

Comprehension Questions

Multiple Choice



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1. What is the reason for KFC moving its offices from Kentucky to Texas?
 - Option: To be closer to Pizza Hut
 - Option: To expand its business in Texas
 - Option: To improve cooperation among its brands
 - Option: To reduce costs

 2. How many KFC restaurants are there worldwide?
 - Option: 15,000
 - Option: 25,000
 - Option: 30,000
 - Option: 35,000

 3. Where will the new KFC office be located in Texas?
 - Option: Plano
 - Option: Dallas
 - Option: Houston
 - Option: Austin

 4. What is the reaction of Governor Andy Beshear towards KFC moving from Kentucky?
 - Option: He is happy about the move
 - Option: He supports the decision
 - Option: He is indifferent
 - Option: He is disappointed

 5. How many countries does KFC operate in?
 - Option: 100
 - Option: 125
 - Option: 150
 - Option: 175

 6. What is the alternate name for KFC?
 - Option: Kansas Fried Chicken
 - Option: Kentucky Fried Cheese
 - Option: Kansas Fresh Cuisine
 - Option: Kentucky Fried Chicken

True-False



7. KFC originated in Texas.
8. Yum Brands own KFC.
9. There will be no KFC restaurants left in Kentucky after the move.
10. KFC is making the move to Texas to reduce costs.
11. Governor Andy Beshear of Kentucky is supportive of KFC relocating its offices.
12. KFC has a presence in 175 countries.

Gap-Fill

13. KFC, also known as _____, is leaving Kentucky.
14. Yum Brands announced that KFC's offices will move to _____.
15. There will still be a new KFC restaurant in _____, Kentucky.
16. Governor Andy Beshear of Kentucky thinks KFC belongs in _____.
17. KFC is moving to help all its brands work better together in _____ countries.
18. Many people are unhappy about KFC's move from Kentucky to _____.

Answer

Multiple Choice: 1. To improve cooperation among its brands 2. 30,000 3. Plano 4. He is disappointed 5. 150
6. Kentucky Fried Chicken

True-False: 7. False 8. True 9. False 10. False 11. False 12. False

Gap-Fill: 13. Kentucky Fried Chicken 14. Texas 15. Louisville 16. Kentucky 17. 150

CATEGORY

1. Business - LEVEL1

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