

Meet KFC CARIBLA

▼ **By Richard Eisenberg**
KFC CARIBLA Franchisee Association President

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EDITOR'S NOTE:

Beginning with this report, Richard Eisenberg and CARIBLA will be updating all AKFCF members in regard to the undertakings and accomplishments in the CARIBLA market.

KFC's history in the CARIBLA region dates back to the 1960s and 1970s when Jamaica (1964), Panama (1969), Costa Rica (1970), Bermuda (1970) and the Bahamas (Nassau) were among the first countries in the Caribbean and Latin America region to open KFC restaurants.

Since then, the brand expansion has been tremendous, and today KFC is present in 33 countries throughout our diverse region. Like the United States, tradition is an important part of KFC CARIBLA's history, and many of our

franchisees have been in business for several decades. The Myer's family has run KFC Jamaica since 1975, and KFC Panama has been owned and operated by the Henriquez family since its inception in 1969. In addition, many of our markets are being operated by second-generation franchisees. Each year, the CARIBLA KFC family grows. Most recently, restaurants

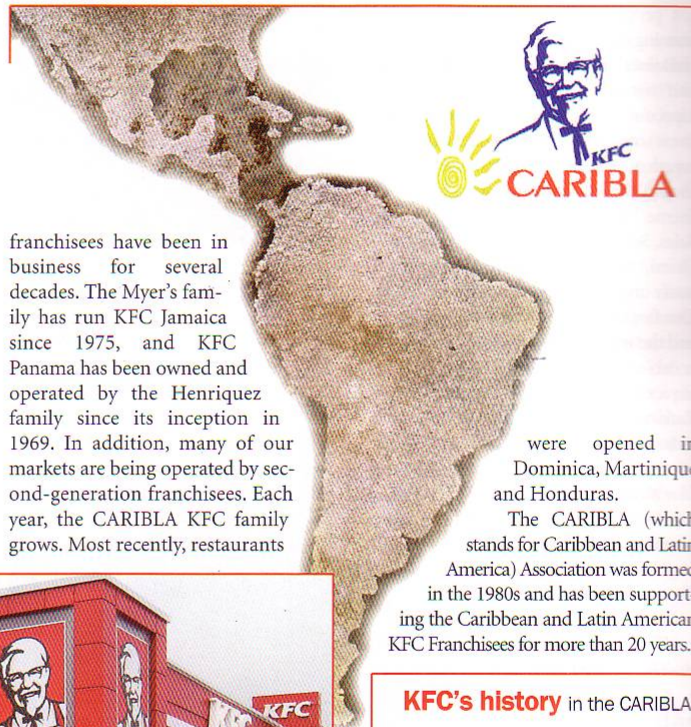
were opened in Dominica, Martinique and Honduras.

The CARIBLA (which stands for Caribbean and Latin America) Association was formed in the 1980s and has been supporting the Caribbean and Latin American KFC Franchisees for more than 20 years.



KFC Trinidad, Port of Spain.

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KFC Costa Rica, Alajuela City.

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CARIBLA has 31 member franchisees that own and operate more than 470 KFC restaurants with average, annual unit volumes in excess of \$1.2 million. Last year, the CARIBLA region reported more than \$526 million in sales and opened 38 new restaurants. Several of the highest-volume KFC restaurants in the world (with annual sales of \$3 million to \$6 million) can be found throughout the CARIBLA region, along with some of the most innovative and tasty KFC products. In 2006, the top five CARIBLA stores in sales were:

Queen Street in Bermuda; Golden Gates in Nassau; Montego Bay in Jamaica; and Prince Charles and Robinson Road, both in Nassau.

The top five highest selling countries in the region for 2006 were Trinidad & Tobago, Jamaica, Ecuador, Bahamas Nassau and Peru. Units with the highest number of transactions can be found in Jamaica, Guyana, Trinidad & Tobago, St. Kitts and Costa Rica. The average KFC restaurant in CARIBLA exceeds 3,880 transactions per week.

Some markets, such as the Islands of Dominica, Abaco, Bermuda and Martinique operate just one restaurant. Bigger countries include Puerto Rico with 86 units and Ecuador with 72 restaurants.

Recently, Brazil and Puerto Rico were sold by the corporation and became franchise markets, joining our Association. Brazil operates four KFC restaurants, and it is one of the only KFC markets in the world that serves KFC products on regular dinnerware instead of disposable plates. ♥

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