



# Secret Recipe: Why KFC is Still Cooking After 50 Years

*Robert Darden*

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## **Secret Recipe: Why KFC is Still Cooking After 50 Years** Robert Darden

An American icon celebrates 50 years because Colonel Sanders and Pete Harman put people first and integrated an urgency for excellence and paid attention to every detail of their restaurant business. These business secrets and practices are written in an easy to read story that is engaging and a delight to anyone interested in growing a business. Colonel Sanders chose Pete Harman to go forward with his "secret recipe" and Pete did, eventually acquiring more than 300 franchises. The story chronicles the early days and the tough times when KFC was owned by corporations that didn't understand the food business. There were lawsuits and hard feelings until spin-off, Tricon Global Restaurant Corporation, emerged with a leader, David Novak. After settling all of the lawsuits between the franchisees and Pepsico, David said to Pete, "Now teach me the restaurant business." Pete did. Today Tricon is regarded as a highly successful international business and KFC maintains a restaurant stronghold on every continent in the world.

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