

KFC reveals new modern Sandton flagship

KFC has revamped its Sandton flagship restaurant in Grayston Drive, adding a host of new features appealing to digitally-minded consumers and those looking for convenience.



Opened on 31 October, the new KFC concept has been designed to reflect industry trends and the ergonomic needs of the quick-service restaurant (QSR) consumer.

The new-look restaurant includes self-service kiosks, dedicated click-and-collect parking bays for customers who order online via the KFC website or KFC app and specially demarcated collection bays for delivery partners. There's also free Wi-Fi and wireless charging ports for all customers.



“As far as innovation, at KFC – whether in product or store design – we always seek to better understand the people we’re creating products for and what matters to them.

“We continuously bring the best of the world’s innovation to African shores and this new concept restaurant is yet another symbol of our commitment to enabling our team members with the best environments which in turn delivers an exceptional customer experience,” said Dhruv Kaul, chief marketing officer at KFC Africa.

KFC is the biggest QSR company in Africa, with 920 restaurants in South Africa alone. Globally, the brand is present in 140 countries.

“As the largest quick-service restaurant that services over millions of customers in each and every province across South Africa, we are not resting on our laurels when it comes to providing a consistent experience in every one of our restaurants. Together with the fresh finger-lickin' goodness that is loved

by everyone, KFC Grayston is just one small step in KFC’s plans as we strive to continuously offer our customers the best service,” concludes Kaul.

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