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Reiterating its leadership in QSR business, KFC interrupts all the uniformity, furthering its success in selling spicy fried chicken, through proudly introducing the utmost innovative “Zabb on Ice” menu. The creative spicy ice cream, the first of its kind in Thailand, should definitely not be missed by KFC fans as it will be available only 20 days on the upcoming 4-24 October.

Ms. Waewkanee Assoratgoon – General Manager KFC (Thailand), YUM Restaurant International (Thailand) reveals “KFC has been continuously creating and developing a variety of menus by presenting in a modern and stylish way, creating a yum and fun ambiance for KFC consumers. With a great success of KFC Fried Chicken menu that has been developing a variety of flavours, set menus, styles and prices, it has gained an excessive popularity in a very short time. Spiciness is the main characteristic in Thai food and is the popular flavor to many Thais. Ever since the beginning of the year 2018, we have taken spiciness into account when creating some new menus. We keep rotating various menus from time to time and many of them were well received by Thai consumers. It is the success which we are very proud of”.

In term of behavior and interest, new-generation consumers tend to look for new eating experiences. For them, food should look nice, taste good and offer exciting and interesting experiences, which serve as a good reason for them to share their photographs on their social media. With a profound understanding of the its customers’ need, KFC breaks all the food routines and furthers the success of serving spicy dishes through launching “Zabb on Ice” menu, the ultimately innovative, super-tasty spicy ice cream with the highlight of its rich vanilla ice cream coated with prime-quality Belgian chocolate. The ice cream, spiced with the ingredients used in Wing Zabb and salted with potato flakes, will be sold in a limited period of only 20 days, 4-24 October 2018, at a special price of only 39 baht.
“With an exotic taste, unlike any others, the sweetness and spiciness of this “Zabb on Ice” menu, we are confident that “Zabb On Ice” menu will create some fun and motivate consumers’ taste bud besides enjoying it together with other KFC’s popular menus. We hope this “Zabb on Ice” ice-cream will be well received. We are very proud to present this new innovative for ice-cream flavours and wish our KFC fans will enjoy” Ms. Waewkanee concludes.

As of June 2018, there are a total of 650 KFC branches nationwide, of which 248 branches are operated by Central Restaurants Group (CRG), 146 branches are managed by Restaurant Development (RD) and the last 256 branches are run by QSR of Asia (QSA) creating over 15,000 employments nationally.