

KFC opens Kentucky Town pop-up with doughnut burgers and branded merch

In celebration of its 50th birthday KFC South Africa has launched its first pop-up store, dubbed Kentucky Town, offering consumers a limited-edition birthday menu, exclusive branded gear and personalised experiences.



Source: Supplied

The mega pop-up store is located at The Zone @ Rosebank and will run until 5 December 2021.

Limited edition menu and first-ever KFC sauce sales

As part of the experience, KFC is bringing fans a limited-edition birthday menu that will only be available in the pop-up.



Source: Supplied

Items include a KFC Chizza Slice, a Doughnut Zinger Burger and Crispy Chicken Skins, as well as a return of some of the most in-demand meals from the past like the KFC Streetwise Chow and Spicy Chips.

The store will also be selling the brand's popular original sauces, 'Zinger Sauce' and 'Dunked Sauce', as take-home products.



Source: Supplied

KFC fashion, designer collabs

Visitors to Kentucky Town can also get their hands on limited-edition birthday gear. The range includes a limited-edition collection of KFC classics (tees, shorts, bucket hats, hoodies, socks, and tech gadgets) as well as a variety of collab

collections with some of KFC's favourite design partners - David "Slaying Goliath" Tshabalala, Thesis Lifestyle and Yay Abe.



Source: Supplied

The store will also be selling a collab range with some of SA's fresh up-and-coming talent, the winners who took top spots in the KFC Streetwise Culture Crew design challenge - Mzwanele Fani, Morena Moletsane and the CancelWear duo Karabo Phakathi and Senzo Nkabinde.

All proceeds from the pop-up store gear will be donated towards the KFC Add Hope initiative to help continue to provide nutritious meals to underprivileged children in South Africa.



Source: Supplied

Retailtainment

Guests visiting the pop-up can personalise their own 'Colonel Yourself' tees, create content in a giant KFC Bucket and even blend their own 11 herbs & spices secret family recipe.



Source: Supplied

Visitors can also stand a chance to win birthday gifts at the store by playing the 'Add Hope Birthday Gift Game' or simply sharing their memories from the store online to win hampers.



Source: Supplied

KFC is also challenging all spice lovers to the KFC Hot AF (Hot As Fire) Wings Challenge at the store, taking place on Fridays, Saturdays, or Sundays at 11am or 15pm, with prizes up for grabs.

For KFC fans who can't make it to the pop-up, the brand will also be selling its sauces and limited-edition gear on its new online store, www.KentuckyShop.co.za.

For more, visit: <https://www.bizcommunity.com>