

Daily Sound Bite: KFC Vows Improvement in Chinese Operations

Amid public outcry over the unsanctioned use of drugs by the fast food giant's Chinese poultry suppliers, KFC has vowed to get serious about supply chain control and food safety in its restaurants in China. Promising better testing and supplier oversight, the company hopes to repair its damaged brand. safety, Sam Sun, the chairman of Yum Restaurants China, said,

"Starting now, we will stress strict management and the principle of zero tolerance in food. We will immediately drop any supplier that lacks the determination or the ability to manage breeding well."

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