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PRESS RELEASE

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Franke's A300 professional coffee machine endorsed in official suppliers listing for KFC France franchises

Ensuring premium coffee beverages in a compact footprint, the Franke A300 professional fully automatic coffee machine proves a successful solution for KFC France's local franchise network. Working together, Franke Coffee Systems and one of Franke's partners and distributors in France, G3 Concepts, fulfilled the comprehensive review process required by Yum!, brand owner of KFC. The A300 is now confirmed in the official KFC suppliers listing for 2021 and onwards.

Franke's A300 proves to be a favorable solution for KFC France. Parent company, Yum!, selected the A300 after a rigorous testing process. Focusing on securing a fully automatic coffee solution for reliable performance, Yum! equally emphasized a consistent coffee experience across the entire franchise, as well as the need for streamlined operations and footprint dimensions.

Rigorous testing to individual standards

Creating uniform taste and aroma was an essential factor for ensuring a successful entry into the suppliers listing. A series of live demonstrations at the G3 Concepts showroom helped to simulate the conditions and beverage recipes found within the typical KFC franchise location. Each test was conducted using KFC's own coffee beans, milk powder and chocolate powder.

"Yum! recognized the overall efficient and reliable solution the A300 represents," states G3 Concepts. "In addition to proving high in-cup quality with every beverage, the A300 is also functionally practical. Its highly compact footprint means it easily fits into the commercial, quick service restaurant environment, and operations are exceptionally straightforward. It is powerful enough to create quality, premium beverages at the touch of a button. The fully automated backend tasks, including cleaning, reduce the overall operator workload."

Supporting brand values and business model

Going beyond showroom demonstrations, Franke and G3 Concepts collaborated with Yum! to install four A300 coffee machines in selected KFC franchise locations where performance testing took place over a period of a few months. The teams came together regularly to review operational results as well as overall coffee beverage satisfaction.

"The collaboration with Franke and G3 Concepts has been very satisfactory and we are convinced the Franke A300 is a solution that benefits each of our over 250 KFC businesses. The use of our own

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ingredients throughout the testing process ensures that coffee quality remains consistent at every location. This is essential and in keeping with our KFC brand experience,” states Alejandro Marroquin, Operations Innovation Manager at Yum!.

About Franke Coffee Systems

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of fully automatic coffee machines for professional coffee making needs. Our passion for the best coffee quality motivates us to elevate the customer experience through sharing state-of-the-art innovations and profound industry expertise. Learn more at coffee.franke.com

About G3 Concepts

Since its creation in 2007, G3 Concepts takes each request as an opportunity to grow and develop alongside its customers. As a service integrator, G3 Concepts became an official French distributor for Franke coffee machines in 2017. Since then, G3 Concepts has increased its development and holds a strong position within the foodservice industry. Today, the company gathers more than 60 employees across 3 agencies, a showroom featuring the entire range of Franke coffee machine solutions, and a reliable technical network throughout France.

About KFC France

A subsidiary of the Yum! Brands Group, KFC has been present in France for 30 years and has nearly 300 restaurants throughout the country. Thanks to its 12,000 employees, the company serves more than 200,000 customers a day.

KFC France specializes in chicken and offers its consumers an accessible product range based on quality products. These products come from rigorously selected supply chains and are cooked according to unique recipes and inimitable know-how. KFC France is a company committed to continuous improvement in terms of nutrition, animal welfare and the environment.

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Reliable, practical and highly compact, the Franke A300's small footprint adapts to any commercial, quick service restaurant environment.