

Yum! Restaurants China Co Ltd in Consumer Foodservice (China)

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Abstracts

Yum! Restaurants China became an independent, publicly traded company on 1 November 2016. Following the separation from Yum! Brands Inc, the company now has the exclusive rights to operate and sub-license the KFC, Pizza Hut and Taco Bell brands in China, as well as its own East Dawning and Little Sheep concepts outright. The company is expected to continue to serve customers' evolving needs by enhancing the in-store experience, improving mobile connectivity, introducing innovative new products a...

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