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KFC China introducing a series of green marketing campaigns

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Yum China Holdings, Inc. announced that KFC China is introducing a series of green marketing campaigns to promote more sustainable lifestyles and increase consumer awareness of eco-friendly behavior.



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"Leveraging our strong online and offline connections with consumers, we hope to increase environmental awareness among the public by encouraging and rewarding more eco-friendly choices," said Joey Wat, CEO of Yum China. "In the future, we will explore more innovative ways to motivate consumers and other stakeholders to join us on our journey to drive meaningful change and contribute to a more sustainable planet."

In December, KFC launched an interactive section on its Super App addressing topics including "Exploring Carbon Reduction" and "The Journey to Carbon Neutrality". KFC is also partnering with influential brand ambassadors to bolster customer engagement and encourage consumers to adopt low carbon lifestyles. To promote carbon reduction actions, KFC has introduced a green rewards program that encourages and incentivizes behaviors such as mobile ordering and in-store pickup, opting out of using disposable cutlery, reducing food waste and waste sorting. KFC is calling on consumers to record their carbon reduction contributions using the Super App in return for "green points" that can be exchanged for special coupons.