

KFC: A Long Journey to Worldwide Success

KFC is one of the most popular fast-food restaurants on the planet. This popularity is mainly due to the efforts of Harland Sanders, the man who appears on the company's logo. However, many people do not know the difficulties on his journey to success.

When Harland Sanders was a young boy, his father passed away. This meant that Sanders had to help out his single mother. Gradually, he developed a love for cooking. In his early career, he worked a number of other jobs. However, his passion for cooking never faded. At the age of 40, he started to sell his special fried chicken in his service station in Kentucky. The fried chicken was made with eleven different herbs and spices. In time, more customers came to the station only for the food. The success of Sanders's fried chicken allowed him to open his first restaurant a few years later.

When Sanders was 65, an unexpected incident occurred. A new road was built, so travelers would no longer pass by Sanders's restaurant. His business began to struggle, and soon, he wasn't earning enough money to run the restaurant. Therefore, Sanders decided to

travel around North America in his car and try to sell his fried chicken recipe to other restaurants. Unfortunately, his recipe was rejected over one thousand times, and he was often forced to sleep in his car.

Nevertheless, Sanders never stopped believing in himself and finally sold his recipe. Within several years, restaurants that used his recipe started to spread all over the country. These restaurants were known as “KFC.” A cartoon image of Sanders became the company’s logo. Fame and fortune arrived for Sanders after all. Today, people all over the world can enjoy his unique and delicious fried chicken.