

Yum China establishes innovation Centre in Shanghai

05 March 2019 | News

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World class facility provides Yum China brands with an integrated platform to test new ideas and drive innovation

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Covering an area of 27,000 square feet, the Innovation centre is an integrated research and development facility that has been designed to generate new ideas and concepts and enable the rapid roll out of localized and innovative products. The centre features state of the art facilities including a test kitchen, a sensory test area, as well as a suite of labs covering quality assurance, equipment and restaurant technology testing, packaging innovation, new store model prototypes, and content production.

Anchored by strong principles focused on being *safe, convenient, shareable, scalable* and *environmentally friendly*, the new Innovation centre is a space to engage, connect, and collaborate to create products and solutions that are at the forefront of industry trends. From KFC's *Okinawa sea-salt ice-cream* to Pizza Hut's *durian pizza*, Yum China launches more than 300 new and upgraded products on average every year across all of its brands. Each product needs to go through extensive rounds of testing and adjustments before it makes the menu. The Innovation centre will allow core functions across Yum China and its brands, partners and industry experts to work together closely and effectively to enhance the customer journey.