

KCOFFEE opens 200th store in China

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Yum China Holdings announced that KCOFFEE has opened its 200th store in China, following two new store openings in Hangzhou East Railway Station and Hangzhou International Airport.

KCOFFEE's side-by-side store model, which consists of distinct KCOFFEE storefronts and dining areas with a warm, inviting café ambience adjacent to KFC restaurants, has been expanding rapidly since the beginning of 2024, averaging approximately one new store opening per day. The model features shared kitchen facilities with KFC stores, which helps to reduce investment and operating costs while providing excellent value to customers. By utilising KFC equipment, KCOFFEE can also offer unique products like coffee floats and sparkling coffee without requiring additional investment in equipment.

To celebrate the opening of its 200th store and the 20th anniversary of KFC's flagship egg tart, KCOFFEE introduced its latest coffee creation, "Egg Tart Dirty Coffee". The new drink combines rich, egg tart-flavoured dirty coffee with a delicately crispy edible egg tart pastry cup.

KCOFFEE side-by-side stores are currently located in over 120 cities across 31 provincial-level regions in China. Locations include popular tourist destinations such as Shigatse in Tibet, which opened in April at an altitude of approximately 3,800 meters, just 150 miles from the peak of Mount Everest. As KCOFFEE continues to expand across China, it is committed to continuing to provide consumers with an exceptional coffee experience, while building KCOFFEE into an iconic coffee brand in China.