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KFC's KPRO Tops 300 Locations in China

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Yum China Holdings announced that KFC's light-meal concept, KPRO, has surpassed 300 locations in China and is on track to reach 600 locations by yearâ??end, up from just over 200 in 2025.

In addition to its signature multigrain energy bowls and superfood yoghurt smoothies, KPRO is introducing two new high-protein product categories: Energy PRO sandwiches and high-protein yoghurt smoothies. The whole-wheat chia-seed sandwiches feature roasted chicken breast or tuna and egg, along with five types of fresh vegetables, offering balanced nutrition. The high-protein yoghurt smoothies, set to launch in July, come in a range of new flavours.

KPRO targets the fast-growing demand for affordable light meals. With its Chinese name conveying the idea of self-discipline, KPRO offers delicious, hearty meals tailored to Chinese consumer preferences, using a variety of ingredients to support balanced nutrition while limiting sugar and salt. The menu also features calorie labels to help consumers make more informed choices.

Opened as a sideâ??byâ??side module within KFC stores, KPRO leverages KFC's inâ??store resources and requires lower investment and operating costs than a standalone format. This business model effectively crossâ??sells KFC members and customers, driving incremental sales and profit for the parent KFC stores.

Supported by Yum China's worldâ??class supply chain management system and rigorous quality controls, KPRO upholds high food safety standards that differentiate it from the competition. These include using eggs safe for raw consumption, thoroughly cleaning produce, strictly separating raw and cooked foods, and closely monitoring ingredient conditions to ensure freshness. Combined with its innovative menu offerings and strong value for money, KPRO has generated strong consumer interest.