Kenny Rogers ROASTERS
Deliciously Healthy
Less fat ... Less salt ... Less calories ...

MARKET

There is no denying the food and beverage industry is vital to the nation's economy. However, it is still a very competitive market which has experienced rapid growth and development in response to increased demand.

Kenny Rogers ROASTERS ("KRR") has put the love back into food so customers can be assured they will always get a great meal. A mid-casual dining restaurant, KRR's core product - rotisserie roasted chicken - is complemented by a wide variety of hot and cold side dishes.

KRR has a strong track record of offering quality, healthy, wholesome meal options that deliver value for the money spent. For the financial year ended 30 April 2012, KRR registered an increase in annual revenue from RM71.94 million to RM88.60 million. Pre-tax annual profit also increased to RM14.64 million from RM12.58 million.

Currently, there are 81 KRR restaurants nationwide with an additional 15 planned in 2013/2014.



ACHIEVEMENTS

Kenny Rogers ROASTERS was recognised by Restaurants and Institutions Magazine, a leading publication based in the USA, as the America's Choice Award Winner for the Best Chicken Chain, three times in a row (1996, 1997, 1998).

KRR was also awarded the Master Franchisee of the Year 2000/2001, 2002/2003 and again in 2009 by the Malaysian Franchise Association, an affiliate of the World Franchise Council.

In addition, KRR was selected as one of the Creme de la Creme Food Brands in Malaysia by Top 10 of Malaysia Magazine.

KRR continues to achieve impressive honours year after year, including The BrandLaureate BESTBRANDS Award for three consecutive years in 2010-2011, 2011-2012 and 2012-2013.



Most recently, a bronze medal was bestowed upon KRR in the Retail – Fast Food category of the 2013 Putra Brand Awards.

HISTORY

Kenny Rogers ROASTERS was established in 1991, by popular country and western singer, Kenny Rogers, and former Governor of the state of Kentucky, John Y Brown Jr. Recognising the opportunity to provide healthy and delicious food in a restaurant environment, KRR opened its first restaurant in Coral Springs, Florida, in August 1991.

Internationally, KRR has expanded to various countries around the world and has additional restaurants operating in China, Indonesia, Malaysia, Philippines, Singapore, Bangladesh, and Brunei.

In April 2008, Berjaya Corp Bhd (BCorp) fully acquired the chain's parent, US-based NF Roasters. Berjaya Roasters (M) Sdn Bhd is now listed on the main board of Bursa Malaysia as Berjaya Food (BFood) Berhad.

PRODUCT

"Inspired by Kenny Rogers' philosophy of putting love back into food, KRR believes that preparing and serving food that is simple yet delicious, while utilising healthy cooking methods, will help bring people together." says Dato' Francis Lee, Chief Executive Officer, Berjaya Food Berhad.







KRR's signature rotisserie-roasted chicken is complemented by a wide variety of hot and cold side dishes, as well as Kenny's famous home-made muffins, jacket potatoes, vegetable salads, pasta, soups, desserts, wholesome sandwiches and beverages. Every KRR restaurant offers a friendly and comfortable environment equipped with complimentary Wi-Fi service.

Healthy meals are also offered with direct doorstep delivery. This service is available by calling ROASTERS Delivery at 1-300-888-878. Delivery hours are from 11:30am - 10:00pm daily, and the service is currently available within a 5km radius of selected restaurants nationwide.

ROASTERS Catering service is also available nationwide for a minimum order of RM1,000.00.

RECENT DEVELOPMENTS

Apart from the standard menu offerings, KRR is dedicated and passionate about introducing new menu items from time to time, for both food and beverages. Such an example is the recent launch of Cheezy Rice Treasure – an appetising mix of beef or seafood, aromatic rice, and broccoli topped with mozzarella cheese and baked to perfection. It has also introduced the Babylon Garden, a refreshing rich chocolate treat, with fresh milk, topped with whipped cream and delicious chocolaty cookie crumble topping, a promotion which is available for a limited period only.

To further enhance its dining experience, Kenny Rogers ROASTERS is proud to announce the launch of its first drive-thru service in Asia, available at the KRR restaurant located in Setia Tropika, Johor Bahru. This means that even in this world's fast paced environment, guests can now enjoy KRR meals on-the-go.

PROMOTION

Kenny Rogers ROASTERS believes in and pursues brand awareness and market presence rather than focusing on volume-based sales. Over the years, KRR has been aggressive in its expansion plans. It has introduced attractive promotions and continued to deliver consistency in quality meals and service.

Reinforced by continuous health awareness campaigns, KRR has received tremendous acknowledgment and support from the media. The evolution of the digital age has enabled the company to make use of powerful social media tools such as Facebook, Twitter and even Instagram to interact with, and convey information and promotions to its loyal guests. Recognising more and more people are embracing the expanded functionality of mobile and smartphones, KRR introduced a mobile friendly website, and developed two mobile applications that include KRR Klix and Muffin Maniac, for customers to play on-the-go.

BRAND VALUES

Kenny Rogers ROASTERS is committed to becoming the leading, and preferred, mid-casual rotisserie chicken restaurant in Malaysia. It strives to be viewed as an establishment that serves delicious and healthy meals without compromising its principles or values. To support the brand mission, KRR has developed aggressive expansion plans; it has introduced attractive promotions; and it has committed to consistency in delivering quality service and meals at its establishments.

KRR advocates healthy living through its "Less Fat… Less Salt… Less Calories…" tagline. Several campaigns such as ROASTERS Eating Day and ROASTERS Health Watch have been created to promote awareness of dietary selections and fitness management programmes.

The company remains active in the community through the KRR Community Chest Campaign, an initiative that has organised numerous corporate social responsibility (CSR) activities including the annual ROASTERS Chicken Run, Jamuan Raya, Wishing Tree campaigns, as well as visitation to childrens' homes, and seniors' residences.

KRR is also proud of its achievement in caring for the environment. To help encourage the message of green consciousness and minimising the impact on the environment, KRR has introduced its "I Love i.care" campaign which promotes the re-usability of the "i.care Box" and "i.care Bag". KRR has sold more than 120,000 units of the new "i.care Box" since its introduction in November 2011.





www.krr.com.my

THINGS YOU DIDN'T KNOW ABOUT KENNY ROGERS ROASTERS

- Kenny Rogers ROASTERS will be celebrating its 20th anniversary in Malaysia in 2014.
- Kenny Rogers ROASTERS is well known for its chicken roasted on rotisserie for more than an hour – a method that offers a healthy meal by draining off fat while maintaining the tenderness of the meat.
- Kenny's Home-made Muffins are made fresh every day.
- Kenny Rogers ROASTERS has an online calorie calculator which provides a guideline for the calorie intake of its products.