

## 《百胜中国称，要将其在华门店数扩大3倍》

导读:百胜餐饮集团称要将其在中国的门店数扩大3倍，目前百胜有超过7300家肯德基以及必胜客门店。



Yum Brands Inc (YUM.N) said it can triple the number of restaurants in its China division, which is being spun off after a string of sales setbacks that have raised the risk profile of the company's top profit generator.

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Yum opened its first KFC in China near Beijing's Tiananmen Square in 1987. It has been China's biggest Western restaurant operator for years and now has more than 7,300 KFC and Pizza Hut outlets there.

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"I really don't see any reason why we cannot have 20,000 restaurants in China," said Micky Pant, chief executive of Yum's China division, which will be spun off on Oct. 31.

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But Yum China's once-predictable growth has been called into question. It has grappled with internal and external challenges in recent years, including marketing blunders, rising competition, bird flu outbreaks, food safety

