

《肯德基在中国试卖植物肉炸鸡》

Yum China 's (YUMC.N) KFC fast food chain will begin selling plant-based fried chicken for the first time in China over a limited time period, it said on Monday.

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The nuggets will be supplied by U.S. agribusiness Cargill Ltd [CARGIL.UL] and will be sold at only three outlets in China in Shanghai and the southern cities of Guangzhou and Shenzhen between April 28-30, KFC said on its official Weibo account.

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Customers who would like to try a bite must purchase a pre-sale coupon, it said. One serving comprises of five chicken pieces and will be sold for 1.99 yuan.

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The move comes amid growing global interest in China's meat substitute industry, which has been identified by both U.S. players Impossible Foods and Beyond Meat (BYND.O) as a key target market. The coronavirus outbreak is also threatening China's poultry production.

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Yum Brands Inc's (YUM.N) KFC started offering plant-based fried chicken supplied by Beyond Meat in the United States at one of its Atlanta outlets. The two companies said in January that they would expand that tie-up to several KFC stores in Tennessee and North Carolina.

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KFC's announcement garnered mixed reactions on Chinese social media platform Weibo, with some commentators saying that they hoped the new offering would be healthier.

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One of the most "liked" comments under its post, however, said they were sceptical that the product would be popular in China. "We want to eat meat!," said the poster.

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