

KFC goes 'green'

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IN: a commendable move that sets the standard for other organisations to follow, KFC Malaysia launched its first eco-friendly restaurant in the country. The 24-hour KFC Nilai Square outlet is the first "certified green restaurant" in Malaysia, accredited with three certifications: Gold – Green Building Index Sdn Bhd (Malaysia), Platinum–BCA Green Mark (Singapore) and Gold – LEED (USA).

These certifications are warranted to outlets built according to green building standards and specifications. Conditions must consider: sustainable site, water conservation, energy and atmosphere conservation and protection, green materials and resources, indoor environmental quality and green design innovations.

KFC Nilai Square is one of the few buildings in the world to have attained all three certifications.

RUNNING RESPONSIBLY

"In conducting our business, we consciously make it a point to minimise our carbon footprint wherever possible ... and with technology constantly evolving, KFC Malaysia does the same with its facilities, regularly upgrading and improving them."

"This outlet, our very first eco-friendly restaurant is proof of that. We are very proud to be at the forefront, in the restaurant sector, to incorporate green technology as part of our restaurant

business," said Johor Corporation and QSR Brands (M) Holdings Sdn Bhd (operator of KFC Malaysia) president and chief executive Datuk Kamaruzzaman Abu Kassim (pix).

The restaurant was officiated by Urban Wellbeing, Housing and Local Government Deputy Minister Datuk Halimah Mohd Sadique (pix), who praised KFC Malaysia for being the pioneers in adopting green technology and being mindful of the environment.

OTHER GREEN PRACTICES

Since 2012, KFC Delivery Malaysia has been using environmentally friendly electric scooters which have zero CO₂, smoke emission and noise pollution. KFC Malaysia is the first under the Yum! Brands, Inc. (franchisor of KFC) to embark on such an initiative. There are currently 83 stores offering delivery service and 247 electric scooters used in its operations. KFC plans to expand its delivery service and usage of electric scooters in the near future. It will also use LED lighting in all its new outlets.

These initiatives are in line with the government's call to develop buildings and facilities that are environmentally friendly. It is also part of the government's "Green Growth" strategy, to help thrust the country to meet Vision 2020 goals as announced in the 11th Malaysia Plan recently.