

Quick Biz Reading

Col. Sanders and Kentucky Fried Chicken

As a young man, Harland Sanders had many jobs. He was a farmer, a streetcar conductor, and a salesman. By the time he was 40, he owned a gas station. The station sold food. His chicken was so popular he opened a fried chicken restaurant across the street.



When he was 65 years old, the government moved the highway. His restaurant was no longer in a good location. He made a decision that would change his life, and the world. His friends and customers liked his chicken recipe very much. They wanted to spread his fried chicken across the USA.

He left Kentucky and traveled to different US states to sell his idea. He would tell restaurant owners that he had a chicken recipe which people liked. He would give the recipe to them for free. In return, they would give him a small percentage on the items sold. He got rejections after rejections, but did not give up. In fact, he got over 1000 rejections.

He got 1009 *NO*'s before he got his first *Yes*. A man in Utah started using Col. Sanders recipe. He paid the Colonel 5 cents for every chicken he cooked. With that one success Colonel Harland Sanders started something that changed the eating habits of the whole world with Kentucky Fried Chicken, popularly known as KFC.

- ❶ Work with a partner. In Japanese, talk about this story. How much do you remember?
- ❷ With your partner, try to tell the same story in English.
- ❸ Talk about fast food in Japan. Which do you like? Which don't you like? Is some healthier than others? What are "food trends" here?
- ❹ **Take it deeper.** The Colonel failed many times before he succeeded. Do you know other stories like this? What is something it took you a long time to do well?

Adapted from "4 inspiring short stories of starting up world famous companies" Abhash Kumar. 2 March 2014

<https://yourstory.com/2014/03/inspiring-stories/>

<https://www.biography.com/people/colonel-harland-sanders-12353545>

<http://www.smithsonianmag.com/smithsonian-institution/how-colonel-sanders-made-kentucky-fried-chicken-american-success-story-180955806/>