Media Statement

KFC's moves in Russia & the U.S. will accelerate global competition to create healthier and more sustainable meat, says GFI's executive director

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The Good Food Institute Executive Director Bruce Friedrich says KFC's moves in Russia to bioprint nuggets made of real chicken grown directly from the cell, coupled with its Beyond Fried Chicken launch in Southern California, could mark one of the most significant moments of 2020 for alternative proteins.

"KFC has rocketed ahead in the race to recreate meat, positioning itself to be the world's first restaurant chain to bring real chicken grown directly from the cell to consumers," said Friedrich.

"It's remarkable and inspiring to see KFC-Russia investing in new ways of making meat. The U.S. needs to catch up and we hope it creates something like the space race, but focused on growing healthy and sustainable meat from cells in a cost-effective manner and bringing that meat to the world," he said.

"KFC is the first restaurant brand in the world to cast its lot with cultivated meat, and the chain is all in, promising a cultivated meat prototype this year."

On the very same day that KFC announced its cultivated meat endeavor in Russia, the brand confirmed that it would roll out its plant-based Beyond Fried Chicken across Southern California.

"KFC is synonymous with chicken, and so it is exciting to see the chain rethinking what chicken means. As one of the most iconic restaurant brands in the world, when KFC talks, the worldwide meat industry listens. So we think this could be a game changer for the industry," said Friedrich.

"This could be the biggest moment for alternative proteins in 2020, especially if KFC-Russia follows through with its plans to host a cultivated meat tasting in the fall as promised and if Beyond Fried Chicken rolls out nationally."

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***The Good Food Institute** is an international non-profit accelerating plant-based and cultivated meat, eggs, and dairy. Please read more here.*