



KFC Romania, held by Sphera Franchise Group S.A., won the *Franchisee of the Year* award at YUM! International Franchise Convention in Orlando, USA

Bucharest, June 8. Last week took place the 10th edition of YUM! International KFC Franchise Convention in Orlando, USA, bringing together 1,100 participants from all over the world – Europe, Asia, Latin America, Central America, Australia and New Zealand.



The franchisee convention is organized every two years in different cities or countries around the world as Las Vegas, Beijing, Prague or Hawaii. The 10th edition of the event had the aim to gather KFC & Pizza Hut representatives from around the world, offering them one week of workshops and brand presentations. 1.100 participants got together as a team to discuss strategies and plans for the two brands.

KFC Romania was nominated in 4 categories: ***Franchisee of the Year, People, Operations*** and ***Marketing***. Within the gala, KFC Romania received the ***Franchisee of the Year*** award, a category with candidates from KFC franchises around the world that were running in this competition.

„Due to the fantastic work and passion of our local team in Romania, this award represents the answer for the day by day operational performance. I am grateful for the chance to work in this amazing environment, with beautiful, capable and responsible people. Besides the great honor to receive this award, the event was the perfect opportunity for us to be there with all the YUM! teams from around the world. We discussed different topics, we shared business and cultural



experiences, we talked about challenges and, moreover, we communicated as a big family.”, said
Mark Hilton, CEO, Sphera Franchise Group.

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Internationally, YUM! Brands Inc. operates in over 135 countries and territories and owns over 43.500 restaurants.

For more details, please visit the [Facebook](#) KFC Romania page, [Instagram](#) KFC Romania page and www.kfc.ro.



About Sphera Franchise Group S.A.

Sphera Franchise Group S.A. is the largest holding company in the food service industry in Romania that operates brands in master franchise system KFC, Pizza Hut, Pizza Hut Delivery and Taco Bell.

In Romania, the KFC network has 72 restaurants in Bucharest and other major cities around the country such as Timișoara, Arad, Botoșani, Cluj-Napoca, Oradea, Suceava, Pitești sau Brașov. Also, KFC Romania operates two restaurants in Chișinău, Republic of Moldova and also four in Italy.