After McDonald’s 5G chicken, KFC launches 'renewable energy' nuggets

KFC is partnering with Beyond Meat to introduce its first plant-based chicken nuggets

Topic | Energy
After McDonald’s recently caused a stir in China by announcing “5G” chicken, KFC has now come out with its own innovative “new energy” product. On Monday, the company announced its first plant-based protein product for China. The firm introduced it as a product drawing on “nature and technology,” with posters featuring an electric sports car. Like McDonald’s did with 5G, KFC used a popular tech buzzword to boost awareness of its announcement.

When McDonald’s first teased a 5G product, many speculated the fast-food company would introduce a high-tech ordering kiosk or even a smartphone. After a million viewers reportedly tuned in to watch the live-streamed launch last Wednesday, some people were disappointed to find the guerilla marketing campaign was only referring to a piece of chicken.

While American fast-food chains have been experimenting with plant-based meat patties, KFC is the first one offering plant-based chicken. The artificial nuggets were created with Beyond Meat and started trialing in the US in January. Reuters reported at the time that Beyond Meat is eyeing entry into China, where KFC is the top fast-food chain. The plant-based chicken nuggets will be trialing in several Chinese cities next week.

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