

Enjoy the Story

A Chicken Hero with a Secret

Harland Sanders owned a little gas station in Corbin, Kentucky and began selling simple meals to hungry travelers that included some fried chicken. In 1935, the honorary title of “Colonel” was bestowed upon him by Kentucky Governor Ruby Laffoon for community service. The first Kentucky Fried Chicken franchise opened in Utah in 1952 but infrastructure limited his business.

He mastered a new invention, pressure frying chicken in a pressure cooker and added 11 herbs and spices to his recipe. To get business, he decided to contact other businesses and introduce his methods to them but never shared his secret recipe.

Colonel Sanders was always concerned about his name, legacy, and maintaining a high level of quality. Franchisees grew and his popularity skyrocketed. In fact, did you know that he once drove nearly 2000 miles to Illinois to check out a potential location? In 1964, he sold the business for \$2 million, some stock, and salary from a future business.

It was at this time that several medical studies conducted in 1970s warned that high cholesterol posed a health risk to American, influencing millions of people to become interested in chicken-related foods.

However, John Y. Brown Jr. recognized the value of the Colonel himself. The new company owner, young businessman John Y. Brown Jr., saw great potential in the marketability of the Colonel image.

Colonel Harland Sanders’ folksy aura and iconic duds had certainly become bigger than the chicken. He died on December 16, 1980 at the age of 90, but lives on as a fast-food icon, his legacy — and his marketing strategy — live on.

We Know You Want to Know This -

The secret spices that made his chicken taste so delicious. His nephew, Joe Ledington, used to help package the ingredients shipped to the franchises. He alleges that the spice blend is a very particular medley of paprika, garlic salt, and the white gold of white pepper. Now add some to your next fried chicken and see what happens.

Now You Know the Rest of the Story

For More Information See:

<https://allthatsinteresting.com/colonel-sanders>