
JUDGE ORDERS COMPRISES IN KFC ADVERTISING DISPUTE



A recent dispute between KFC and its franchisees has been solved by a judge at the Delaware Court of Chancery. Judge Leo E. Strine issued a ruling on Monday stating that while franchisees can offer their take on ad campaigns, KFC will retain veto power over any campaign it deems harmful to the KFC brand. The dispute stems from a disagreement between the parties over whether or not to promote KFC's traditional fried chicken versus their newer grilled chicken. Yum Brands Inc., KFC's parent unit, is also facing legal trouble at their Taco Bell division, after being sued for "false advertising" over their beef product.

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