

## **PRESS RELEASE**

### **JUBILANT FOODWORKS LAUNCHES THE ICONIC US CHICKEN BRAND POPEYES® IN INDIA**

*‘Opens first restaurant at a prime location in Bengaluru’*

**Noida, January 19, 2022:** Jubilant Foodworks Limited (JFL), India’s leading food services player, has launched the iconic US Fried Chicken brand Popeyes® in India, with the grand opening of its first restaurant in Bengaluru **today**. Popeyes®, best known for its spicy New Orleans style fried chicken & Chicken Sandwich, aims to delight Indian guests with the bold and delicious flavours of its **Louisiana-style chicken**.

#### ***Bringing Cajun Flavours to India***

Louisiana born, Popeyes® was founded in 1972 and has been one of America’s most popular and fastest growing Chicken brands.

The success of Popeyes® lies in its traditional and unique technique of hand breading, battering, and marinating its fresh chicken for 12 hours in bold Cajun seasonings. The Cajun seasoning has a blend of cayenne pepper, garlic, onion, black pepper, celery and white pepper and offers an unbeatably bold and flavourful culinary experience.

The *Popeyes®* India menu will feature the signature Cajun flavoured, world-famous Chicken Sandwich, which took the internet by storm in August 2019 in the United States.

Complementing the menu is Popeyes® signature Chicken in Classic and Spicy flavours. The Indian menu will also feature an array of vegetarian options. It will also have Rice Bowls and Wraps as part of the wholesome meal options to ensure all guests enjoy the Popeyes® Cajun experience.

The entire India menu has no MSG, and the chicken is antibiotic-free.

Popeyes® will start with its flagship store in Koramangala today, followed by opening of stores in New BEL Road and Kammanahalli soon thereafter. The brand will have its own App (Android and iOS) and Mobile Website ([www.popeyes.in](http://www.popeyes.in)) allowing customers to experience the food at home as well. In order to ensure a smooth and seamless Delivery experience, JFL has built its own in-house Delivery fleet with 100% use of E-Bikes, enabling a zero-emission Delivery of the Popeyes® experience.

#### ***Safety First***

Popeyes® will be following some stringent processes to ensure the safety of its customers and employees. All staff members have been fully vaccinated and are proactively and frequently tested for abundant safety. Safety protocols like daily temperature screening for all employees and frequent sanitization of restaurant are being implemented. To ensure 100% safe delivery frequent sanitization of bikes will be conducted. All delivery riders will be compulsorily wearing face mask and gloves while following the frequent hand sanitization protocol.

Speaking on the launch of the iconic Popeyes® in India, **Shyam S. Bhartia, Chairman and Hari S. Bhartia, Co-Chairman, Jubilant Foodworks Limited**, said, *“We are excited to introduce the Popeyes® Louisiana Kitchen brand to chicken-loving Indian consumers. We are confident that Popeyes® will not only delight guests but also strategically complement our portfolio and fortify JFL’s leadership in the QSR domain.”*

**Pratik Pota, the CEO and Wholetime Director, Jubilant Foodworks Limited (JFL),** said, *“At JFL, we are committed to bringing the best in taste and quality from across the globe to excite the discerning Indian taste buds. The unique, delicious, and wholesome Cajun flavours of Popeyes® are certain to appeal to the Indian audience. Over the years, Popeyes® has emerged as one of the most loved brands across the globe, and we aspire to recreate that same excitement and loyalty for Popeyes® and its signature dishes in India as well.”*

‘We are thrilled to bring Popeyes® to India’, commented **David Shear, President RBI International, parent company of Popeyes®.** *“This new country entry illustrates our commitment to serving more guests around the world with our signature blend of spices and flavours. We are confident that our India guests will love their Fried Chicken from Popeyes®, and we look forward to this launch.”*

**Popeyes® India’s social media handles:**

[https://www.instagram.com/popeyes\\_india/](https://www.instagram.com/popeyes_india/);

<https://www.facebook.com/popeyesindia>; [https://twitter.com/Popeyes\\_India](https://twitter.com/Popeyes_India)

**About Jubilant Foodworks Ltd\*:**

Jubilant Foodworks Limited (JFL/Company) is part of Jubilant Bhartia group and is India’s largest foodservice Company. Its Domino’s Pizza franchise extends across a network of 1,435 restaurants in 307 cities. The Company has the exclusive rights to develop and operate Domino’s Pizza brand in India, Sri Lanka, Bangladesh and Nepal. At present, it operates in India, and through its subsidiary companies in Sri Lanka and Bangladesh. The Company also enjoys exclusive rights to develop and operate Dunkin’ restaurants in India, has in operation 28 restaurants across 8 cities in India. JFL has ventured into Chinese cuisine segment with its first owned restaurant brand, ‘Hong’s Kitchen’, which now has 13 restaurants across 3 cities. Recently, the Company has added Indian cuisine of biryani, kebabs, breads and more to the portfolio by launching Ek dum! which now has 8 restaurants across 3 cities. The Company has exclusive rights to develop and operate Popeyes® restaurants in India, Bangladesh, Nepal and Bhutan. In accordance with shifting consumption habits, the Company has forayed into the ready-to-cook segment with ‘ChefBoss’.

Note: \*Details updated as on September 30, 2021

Website: [www.jubilantfoodworks.com](http://www.jubilantfoodworks.com), [www.dominos.co.in](http://www.dominos.co.in), <https://dunkinindia.com>,  
[www.hongskitchen.in](http://www.hongskitchen.in), <https://ekdum.co.in/>, [www.chefboss.com](http://www.chefboss.com)

**About Restaurant Brands International Inc.**

Restaurant Brands International Inc. is one of the world’s largest quick-service restaurant companies with more than \$35 billion in annual system-wide sales and over 28,000 restaurants in more than 100 countries. RBI owns four of the world’s most prominent and iconic quick-service restaurant brands – TIM HORTONS®, BURGER KING®, POPEYES®, and FIREHOUSE SUBS®. These independently operated brands have been serving their respective guests, franchisees, and communities for decades. Through its Restaurant Brands for Good framework, RBI is improving sustainable outcomes related to its food, the planet, and people and communities.



### **About Popeyes®**

Founded in New Orleans in 1972, Popeyes® has 50 years of history and culinary tradition. Popeyes® distinguishes itself with a unique New Orleans style menu featuring the iconic chicken sandwich, spicy chicken, chicken tenders, fried shrimp, and other regional items. The chain's passion for its Louisiana heritage and flavorful authentic food has allowed Popeyes® to become one of the world's largest chicken quick-service restaurants with over 3,500 restaurants in the U.S. and around the world.

### **For further information please contact: PR Pundit**

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