## BIZCOMMUNITY

## Kentucky Town pops up in Pretoria in collaboration with Uncle Waffles

KFC's popular Kentucky Town pop-up has arrived in Pretoria at the KFC Lynnwood in Hillcrest Boulevard Shopping Centre.



Amapiano star Uncle Waffles has partnered with KFC for the Pretoria pop-up. Source: Supplied

The activation will run for 11 days – in honour of the brand's 11 Herbs and Spices secret recipe – from 18 to 28 May, and will once again offer a new limited-edition menu and branded gear, customisation stations and unique KFC experiences and competitions.

The Kentucky Town Pretoria pop-up introduces a host of new limited-edition menu items such as the Pretoria-inspired Kentucky Sphathlo, Dunked Pops Cones, Churro Cones, KFC sliders, and a La Litchi Boba Sparkling Krusher. The menu also features a selection of the most popular limited-edition items from previous Kentucky Towns, such as the Doughnut Zinger Burger, Ghost Pepper Dunked Wings, The Blaze Burger, KFC Chachos and Kentucky Fried Oreos.



Source: Supplied



The pop-up will also be selling a limited number of KFC's famous 'Zinger Sauce', 'Dunked Sauce' and the 'Colonel's Sauce' so guests can take their favourite KFC sauces home with them.

## **Uncle Waffles collab**

Kentucky Town Pretoria will also be celebrating KFC's latest collab with SA's amapiano sensation, Uncle Waffles. This partnership sees the introduction of the limited-edition Uncle Waffles Burger onto the menu - a crispy KFC fillet coated in KFC's secret 11 herbs and spices, dunked in maple chipotle sauce and served between two warm waffles.

Who said two GOATS couldn't coexist???

The world-renowned entertainer has also partnered with KFC to create a selection of Uncle Waffles x KFC clothing that will be sold exclusively at Kentucky Town.

Fans can also win a VIP backstage experience with Uncle Waffles at a live performance in Gauteng by sharing their ultimate vibes in the Uncle Waffles x KFC Vibe Bucket.

KFC will once again be selling a range of limited-edition KFC gear, including vintage tees, hoodies, trakkie pants, sleep shorts, long-sleeve vests, varsity style jackets with iron-on KFC patches, press-on KFC nail art, Crocs Jibbitz as well as sling bags, flat caps and bucket hats.



Source: Supplied



There will be a free Sneaker Customisation Station where visitors can book in their kicks for artistic customisation, with each booking being an entry to win a pair of sneakers worth R5,000 which will be customised by the talented Blackfaff. Guests can also get creative at the Bougie Bucket Station and design their own personalised AI-created KFC buckets and stickers or participate in the KFC Hot AF Wings Challenge for another chance to win prizes.

*KFC addiction but make it fashion \* #KentuckyTown pic.twitter.com/4jrOlig6ZN*— *KFC South Africa* (@*KFCSA*) *May* 17, 2023 *jj* 

KFC will also be opening its online pop-up store, kentuckyshop.co.za so fans around South Africa can purchase the KFC sauces and a limited number of the new Kentucky Town merch from 18 May.

KFC's marketing director Hloni Mohope said, "Our Kentucky Town pop-up is designed to offer our greatest fans the best of KFC but on a whole new level, and this winter, our 11-day pop-up is back, bigger and better, in Pretoria, with a new mouthwatering limited-edition menu and tons of KFC original gear, memorabilia and 'finger lickin' good' fun. We can't wait to bring the vibe to our fans."

For more, visit: https://www.bizcommunity.com