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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



Abacus

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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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