

KFC rival Popeyes to open first UK outlet in London's Westfield Stratford

US fried chicken chain Popeyes has revealed its first ever site in the [UK](#) will open inside [Westfield Stratford](#) in November.

The [KFC](#) competitor, which runs 3,400 [restaurants](#) globally, is pushing ahead with plan to open 350 sites around Britain in the coming decade and said new sites will be announced "imminently".

Popeyes, which was founded in New Orleans in 1972, said the initial restaurant will take up a 1,531 sq ft unit in Westfield Stratford City formerly occupied by KFC.

The chain has seen a rapid rollout around Spain and Switzerland in recent years. Bosses see Britain as the chain's "next big opportunity" for growth.

Franco Manca and Itsu veteran Tom Byng is on board as chief development officer to run the expansion. Byng said the chain plans to make both in-store experiences and drive-throughs "a central part of our UK rollout".

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Popeyes UK CEO, Tom Crowley, said: "Our vision for our UK launch is ambitious and bold, and we felt a shared sense of purpose with Westfield Stratford City when we were on the hunt for our first restaurant. We are confident that they are the perfect partner to help us kick-start our entry into the UK market."

The UK launch is part of an agreement between Restaurant Brands International, Ring International Holdings and Popeyes UK co-founder and Dominos Pizza UK non-executive director, Elias Diaz Sese.

It comes as a string of international fast food chains pursue UK growth plans.

Philippines-based chicken chain Jollibee recently revealed its growth strategy, while US burger chain Wendy's has also said it is eying a swathe of further UK openings.