

# **KFC apologises for sending 'unacceptable' Kristallnacht message**

KFC in Germany has apologised for inviting customers to “treat yourself” on Kristallnacht.

The business sent the alert to its mobile app on the anniversary of the day in 1938 when thousands of Jewish-owned businesses, synagogues and homes were vandalised and destroyed.

KFC's message, sent on Wednesday, said: “It's memorial day for Kristallnacht! Treat yourself with more tender cheese on your crispy chicken. Now at KFCheese!”

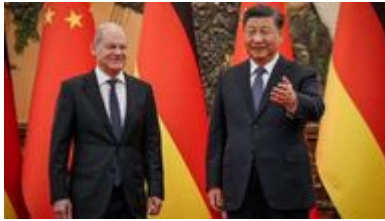
It sent another message an hour later with an apology and then officially apologised for the “unplanned, insensitive and unacceptable message” after the first notification prompted anger and disbelief.

The fast food chain said it was produced automatically by its computer systems, using a bot that generates notifications based on national anniversaries.

However, it said its internal review process wasn't followed.

“We understand and respect the gravity and history of this day, and remain committed to equity, inclusion and belonging for all,” KFC said.

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As well as the destruction of property, up to 30,000 Jewish men were rounded up and taken to concentration camps during Kristallnacht and at least 91 people died.

It is known as Kristallnacht, meaning crystal night, because of the broken glass that littered the streets of Germany and

Austria after the violence.

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