



WHAT THE EXPERTS ARE SAYING

"I congratulate KFC on their decision to switch to a zero trans fat cooking oil. Trans fat has been shown to increase the risk for heart disease. The good news is that people can reduce their risk for heart disease through food choices and physical activity. I'm pleased that KFC is making significant changes to help Americans make healthier choices, and I encourage other companies to follow their lead." -- ***Richard H. Carmona, M.D., M.P.H., FACS, the 17th Surgeon General of the United States.***

"On the 2005 Dietary Guidelines Advisory Committee for Americans, we reviewed the evidence for the relationship between fat consumption and health, our recommendations were to keep saturated fat intake below 10 percent of calories and trans fat intake below 1 percent of calories for greater cardiovascular benefit. For those who consume fried foods, the commitment of KFC to use oil with reduced saturated fat and zero grams trans fat is an important step toward improving the health of consumers." -- ***Connie Weaver, Ph.D., department head and professor of foods and nutrition at Purdue University.***

"The American Heart Association believes that trans fat contributes to heart disease risk and recommends that Americans reduce trans fat in their diets. That's why we're pleased to know that KFC is making the switch to zero trans fat, giving Americans even more choice for great tasting food with zero trans fat. We hope other restaurant and food companies follow this important lead." – ***Robert Eckel, President, American Heart Association***