

PETA Takes KFC and Yum! to Court

In response to the launch of PETA's campaign to eliminate the worst abuses committed against chickens, KFC and its parent company, Yum! Brands, Inc., have engaged in a flurry of deceptive statements regarding their treatment of birds. Despite receiving a final warning letter from PETA's attorney, Yum! CEO, David Novak, has taken no action to correct this deception. Consumers continue to be exposed to false and misleading statements through the companies' Web sites and through KFC's consumer information telephone line.

Based on the failure of Yum! and KFC to stop making false claims, PETA legal counsel Matthew Penzer has filed a [complaint in California Superior Court in Los Angeles](#) requesting an injunction to prevent further dissemination of these false statements and impose other sanctions for what are clearly violations of the law. In its complaint, PETA contends that the defendants, recognizing that people care about animal welfare, are trying to alleviate consumer concerns and therefore increase sales by unlawfully misleading consumers about their treatment of chickens.

"False claims regarding the defendants' chicken operations simply won't fly," says Penzer. "It is unlawful to mislead consumers about the fact that if they're buying from KFC, they're supporting animal abuse."

Granting PETA's complaint could make a world of difference to millions of chickens who live miserably at the hands of the defendants' suppliers. For more information about KFC's treatment of chickens, visit KFCCruelty.com.