

Renowned fried chicken chain Popeyes coming to Bangladesh

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Dhaka: The globally famous fried chicken brand Popeyes has announced plans to develop and open outlets in Bangladesh along with India, Nepal, and Bhutan in the coming years. The global F&B giants made the announcement on March 24.

"We're excited to introduce our iconic Louisiana-style chicken to a new population in the world that already celebrates and loves bold and delicious flavors," said David Shear, President, RBI International, the parent company of Popeyes.

"At Popeyes, we believe that the best food takes time, we marinate our chicken for 12 hours in bold Louisiana seasonings, then hand batter and slowly cook it to make it the juiciest and crispiest chicken that I think our guests will ever have," he added.

Popeyes has a 45-year heritage and culinary legacy originating in New Orleans in 1972. Popeyes is popular for its New Orleans-style menu, which contains the iconic chicken sandwich, spicy chicken, chicken tenders, fried shrimp, and other regional items. Popeyes uses patented seasonings and recipes created by an in-house culinary staff, making its fried chicken a Michelin-starred chef and celebrity favorite.

Popeyes has grown to become one of the largest chicken fast service restaurants in the

world, with more than 3,400 locations in over 25 countries. Popeyes will expand its footprint in the United Kingdom in the coming years, as well as in Mexico beginning in 2021. Spain, Switzerland, China, Brazil, Sri Lanka, and the Philippines have all had successful foreign extensions in recent years.

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