Chemistry Advent 2023



Japan: Kentucky Fried Chicken



A marketing ploy from the first KFC in Japan in the 1970s has led to millions of Japanese citizens celebrating Christmas with fried chicken today. Christmas isn't a public holiday in Japan, so a bucket of fried chicken represents a practical way of celebrating the occasion. Thermal breakdown of the sulfur-containing amino acid cysteine during cooking produces some of the characteristic flavours of fried chicken.



