

# CHINA CROSSROADS

Saturday, May 15<sup>th</sup>, 2021, 15:30 – 17:00

## Popeyes Chicken: Lessons Learned after One Year in China's Fast Food Market

Raphael Coelho

CEO of Popeyes Louisiana Kitchen China

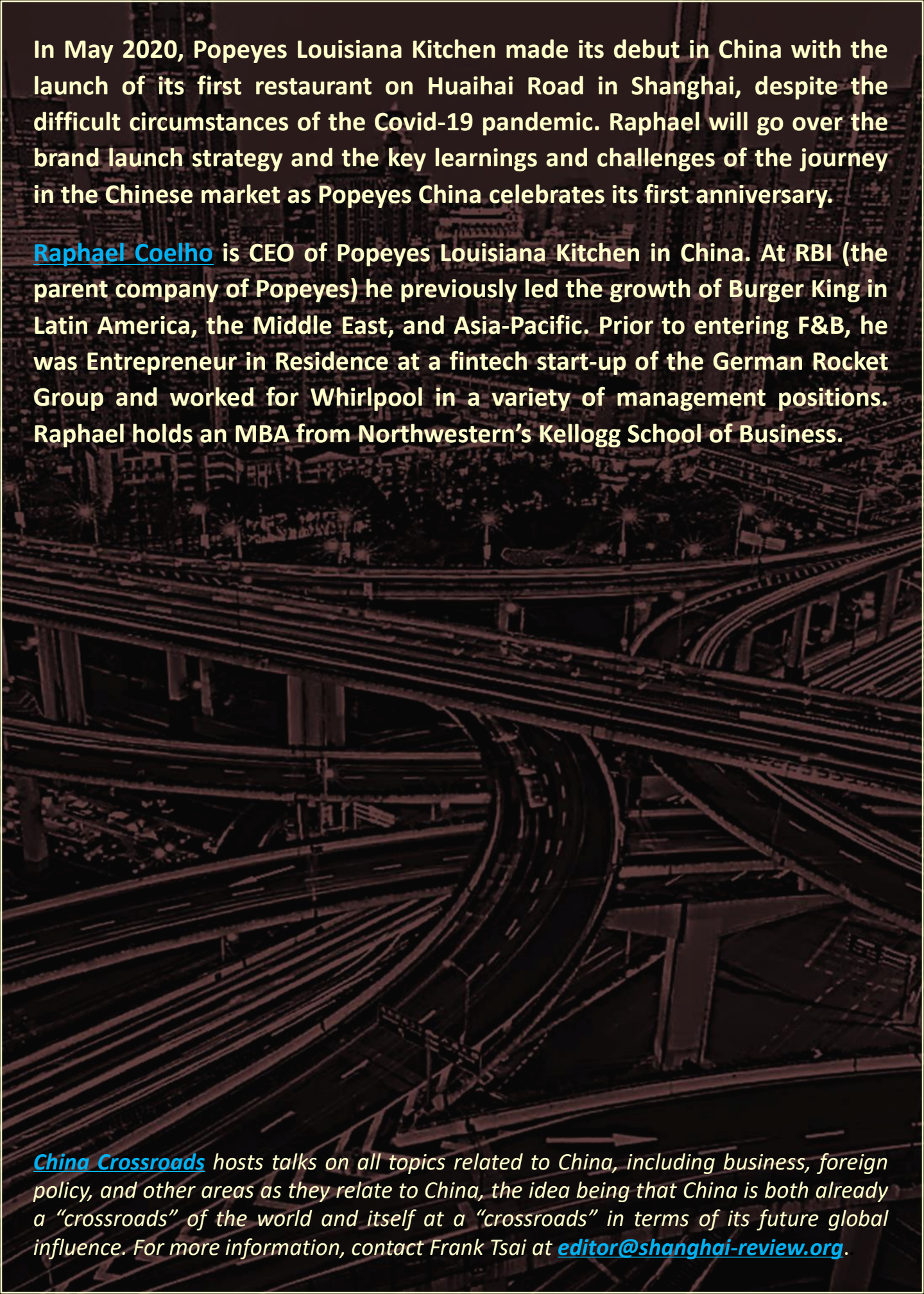


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In May 2020, Popeyes Louisiana Kitchen made its debut in China with the launch of its first restaurant on Huaihai Road in Shanghai, despite the difficult circumstances of the Covid-19 pandemic. Raphael will go over the brand launch strategy and the key learnings and challenges of the journey in the Chinese market as Popeyes China celebrates its first anniversary.

[Raphael Coelho](#) is CEO of Popeyes Louisiana Kitchen in China. At RBI (the parent company of Popeyes) he previously led the growth of Burger King in Latin America, the Middle East, and Asia-Pacific. Prior to entering F&B, he was Entrepreneur in Residence at a fintech start-up of the German Rocket Group and worked for Whirlpool in a variety of management positions. Raphael holds an MBA from Northwestern's Kellogg School of Business.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).