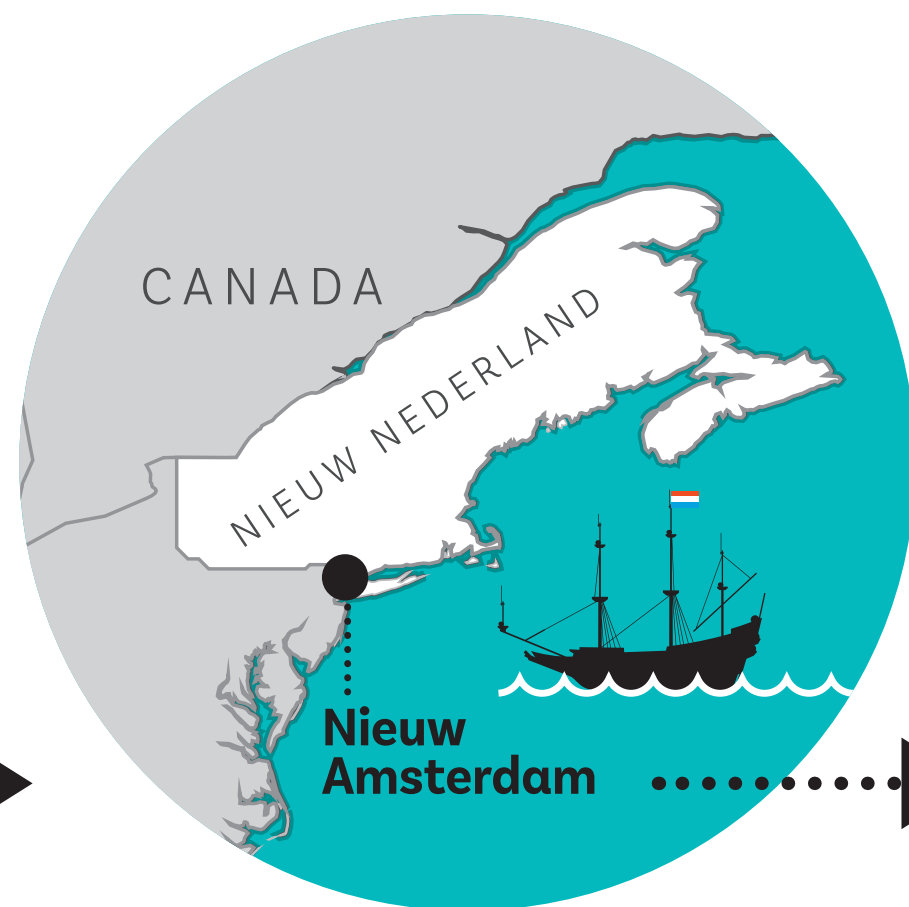




🦋 **1630**

Dutch student Pieter Stuyvesant is expelled from the University of Franeker for having a relationship with his landlord's daughter. His father sends him to Amsterdam where he joins the Dutch West India Company.



🦋 **August 1647**

The Dutch West India Company appoints Stuyvesant as director-general of the New Netherland colony in North America. Stuyvesant brings a period of peace and prosperity to the region and introduces the practice of tea drinking.



🦋 **1674**

Tea becomes so popular on the east coast that by the time the English acquire the colony in 1674 it is said that there are more tea drinkers in New Amsterdam, soon to be renamed New York, than in all of England.

The butterfly effect

How a student's ill-advised liaison in the Netherlands in 1630 led to British police responding to a fried chicken crisis in 2018

WORDS: **MARCUS WEBB** // ILLUSTRATION: **CHRISTIAN TATE**

Sources: 'Tamed: Ten Species That Changed Our World' by Alice Roberts, 'The Great A&P and the Struggle for Small Business' by Marc Levinson, 'The History of Tea' by L. Golender, BBC, Wired, Yum! Brands



🦋 **December 1859**

Having inherited part of an estate worth \$1 million – the equivalent of \$29m today – from his father, US citizen George Gilman decides to go into the tea trade. In 1860 he establishes Gilman & Company and over the next decade opens 11 tea houses across New York. In 1869 he launches a new business, The Great Atlantic & Pacific Tea Company, which becomes known as A&P.



🦋 **1890s**

A&P adds new items including butter, spices and baking powder to its key offering of tea. It rapidly opens new stores, offering an ever-growing choice of products and popularising the concept of the chain supermarket. By 1920 A&P is the world's largest retailer, selling \$235 million (the equivalent of \$3.06bn today) of groceries a year from 4,588 stores. In 1936, it introduces the concept of the self-service supermarket.



🦋 **1945**

With poultry one of the few sources of protein not rationed in the US in the second world war, executives at A&P spot an opportunity to rebrand chickens – which had previously mainly been thought of as a source of eggs, rather than of meat. They launch a three-year 'Chicken of Tomorrow' competition inviting farmers to enter breeds of bird that have "breast meat so thick you can cut it into steaks".



🦋 **24th September 1952**

Encouraged by the availability of cheaper chicken meat and the public's new hunger for hen, Harland Sanders – an entrepreneur who began his restaurant career selling fried chicken out of a petrol service station in Corbin, Kentucky – launches his first franchise restaurant. Kentucky Fried Chicken opens in Salt Lake City, Utah in 1952.



🦋 **May 1965**

The first Kentucky Fried Chicken, or KFC, outside America opens in Preston, Lancashire. It is launched by Raymond Allen, a personal friend of Sanders, who is entrusted with a hand-written copy of his secret, 11-herbs-and-spices recipe. By 2017 there will be over 900 KFC restaurants in the UK.



🦋 **14th February 2018**

KFC changes logistics partner in the UK from Bidvest to DHL. A combination of a car crash which closes the motorway outside its single warehouse and a lack of contingency planning means DHL is unable to deliver KFC's chicken, forcing the restaurant chain to close more than 600 of its outlets and offer a limited menu in the others due to a shortage of ingredients.



🦋 **24th June 1948**

The national finals of the 'Chicken of Tomorrow' competition are held in Georgetown, Delaware. The White Rocks breed wins the purebred category while the Red Cornish takes the crossbreed crown. The two winning varieties are then crossed to produce the Arbor Acre breed, whose ability to grow quickly in confined spaces on little feed allows for the production of chicken meat on an industrial scale.



🦋 **20th February 2018**

The KFC 'chicken crisis' becomes international news, with lines of angry customers forming outside UK branches. Three police forces issue statements asking the public not to contact them about the closures. A terse tweet from Tower Hamlets police in London states that "it is not a police matter if your favourite eatery is not serving the menu that you desire".