

# Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.



Brand Name	K&N's™
Company	K&N's™ FOODS (PVT.) LTD
Category	Food & Beverages - Packaged Foods
Market	urban_major_cities,nationwide,international_market
Rating Updated	7th May 2026

## Brand Audit Summary for K&N's™

Founded in 1964, K&N's™ operates a vertically integrated "Farm-to-Fork" model. They don't just sell chicken; they sell "Purely Different" quality through their exclusive chain of K&N's™ Chicken Stores.

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

### Final Brand Story

The undisputed "Gold Standard" of Pakistan's poultry and frozen food industry, synonymous with safety and hygiene.

### Quality Score : 95%

Unmatched "cold chain" and processing standards

### Familiarity : 95%

Synonymous with frozen chicken in PK

### Affordability : 74.5%

Significantly more expensive than all competitors

### Availability : 95%

Their own exclusive store network is a massive advantage

### Trust : 95%

The most trusted food brand for hygiene

### Customer Loyalty : 95%

Health-conscious parents won't switch easily

### Brand Messaging : 84.5%

Focuses heavily on safety and "purity"

### Sustainability : 84.5%

High plastic usage in packaging

### Innovation : 84.5%

Frequent new product launches like 'Deline'



Overall Score

**A**  
89.22%



TRUST

Highly Trusted

A+



CUSTOMER LOYALTY

Very High

A+



BRAND MESSAGING

Clear

A



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



## Brand Index Analysis

Their 2026 position is fortified by a clinical reputation for purity. While they are significantly more expensive than brands like Sufi, their "health-first" narrative ensures they remain the primary choice for the affluent and health-conscious urban segment.