

Thomas Stonewell and Stonewell Productions Launch Consumer Clarity Campaign After KFC Hungary Order

Ten pieces, one cut: the producer asks KFC Hungary for clearer checkout information, piece-preference options and customer dialogue.



Gyor, Gyor-Moson-Sopron Jul 23, 2026 ([Issuewire.com](https://www.Issuewire.com)) - **International producer**, musician and media executive Thomas Stonewell and Stonewell Productions today announced a consumer clarity campaign focused on product information, customer expectations and service recovery in app-based food ordering.

The campaign follows a KFC Hungary order placed on July 21, 2026, in which a ten-piece chicken order intended for a family meal contained ten lower drumsticks. A written reply from KFC Hungary customer care, operated locally by AmRest Kft., explained that its Kentucky chicken products may contain lower drumsticks, thighs, breast-and-back pieces, breast or wings depending on the stock available at the restaurant. The response also advised customers to place preferred-piece requests in their order notes, with fulfillment subject to availability.

Stonewell accepts that restaurant stock changes and that KFC did not expressly guarantee a mixed assortment. His campaign instead asks whether the possibility of receiving ten identical pieces should be more prominent at checkout when no particular chicken cut is named. "I am not asking KFC to promise what a kitchen cannot always deliver," Stonewell said. "I am asking for expectations to be made clear before payment, for a simple way to express a preference and for a human response when an unusual order disappoints a family. This can be improved through communication, not confrontation."

The Consumer Clarity Campaign proposes three voluntary practices for multinational restaurant and delivery operators: plain-language disclosure when product composition is entirely stock-dependent; a visible preference option where operationally possible; and a practical escalation route that allows customer-service teams to address unusual orders with appropriate discretion. The concern is limited to product description, expectation-setting and customer-service resolution. No allegation concerning food safety has been made, and the initiative is not a call for a boycott. Its purpose is to turn a memorable order into a constructive discussion about how global brands can preserve customer confidence across digital ordering systems and regional franchise operations.

"Ten pieces, one cut is an attention-grabbing experience, but the larger issue is not a drumstick," Stonewell added. "It is the gap that can arise between what a customer pictures at checkout and what a stock-dependent policy allows a restaurant to provide. One clear sentence or one preference box could prevent that gap." Stonewell Productions has invited KFC Hungary and AmRest Kft. to contribute an on-record response and to join a practical conversation about whether clearer composition language and preference tools could be introduced without disrupting restaurant operations. The campaign also welcomes perspectives from customer-service professionals, restaurant operators and consumers with documented ordering experiences.

As ordering increasingly moves through restaurant apps and delivery platforms, customers often choose products without speaking to staff or seeing the available pieces. Stonewell believes that clearer digital descriptions can reduce avoidable complaints while supporting both customers and frontline restaurant teams. The campaign is independent and is not presented as an official KFC or AmRest initiative. Further updates will focus on constructive proposals, verified responses and practical standards that can apply across the wider fast-food and delivery sector.

ABOUT THOMAS STONEWELL AND STONEWELL PRODUCTIONS

Thomas Stonewell is an international producer, musician, author and media executive whose work spans recorded music, publishing, video production and media representation. Stonewell Productions is

the production and publishing brand of Stonewell Empire Limited, an active UK-registered private company.

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