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YUM BRANDS INC

Form 10-Q

August 07, 2018

false--12-31Q120182018-06-300001041061YesLarge Accelerated FilerYUM BRANDS
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us-gaap:AdvertisingMember 2018-04-01 2018-06-30 0001041061 2017-01-01 2017-06-30 0001041061
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srt:MinimumMember 2018-06-30 0001041061 srt:MaximumMember 2018-06-30 0001041061
yum:MasterFranchiseAgreementMember 2018-06-30 0001041061
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yum:November2017Member 2017-01-01 2017-06-30 0001041061 yum:November2016Member 2018-01-01
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2017-01-01 2017-12-31 0001041061 us-gaap:AccountingStandardsUpdate201409Member 2018-01-01 0001041061
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us-gaap:DifferenceBetweenRevenueGuidanceInEffectBeforeAndAfterTopic606Member 2018-01-01 2018-06-30
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2018-04-01 2018-06-30 0001041061 yum:KFCGlobalDivisionMember yum:IncrementalAdvertisingMember
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2018-06-30 0001041061 us-gaap:FranchiseMember
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