

What Now?! KFC's Demonic Gravy Baptisms Are Here

Who knew fried chicken could be so controversial and spiritual?

Back in 2023, KFC found themselves in hot water after promoting the video game "Diablo IV" which focused on the demon, Lilith. Now, appearing not to have learned their lesson, KFC has created an ad equally strange and terrifying.

The cultic gravy baptism.

That's right, a fast food company known for their fried chicken has created an ad themed on the occult and mocking baptism... through the power of gravy.

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The ad for the U.K. branch of the franchise, is titled, "Believe Part 2: All Hail Gravy." It depicts a young man in dark and strange woods, where he comes across a chicken, a group of strange people and a woman resembling pure evil. According to the Christian Post, the woman then takes the man, as part of an initiation, baptizes him in the gravy and he "emerges reborn as a fried KFC mini fillet."

How much wilder can it get?

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On the video's YouTube comment section, it appears that KFC fans do not approve of the ad either.

"Never eating KFC again," one commentator wrote.

"I cannot possibly imagine how any person thought this was a

good idea,” wrote another.

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Another bizarre element to the video is the giant golden egg the group has with them, which we could take as symbols of idolatry, just as the Israelites bowed down to the golden cow statue in Scripture.

“Giant golden idol in the background while they do human cannibal know exactly what they’re doing,” another comment read.

As Decision Marketing mentioned, KFC’s official press release about the ad said that the “...egg acts as a guiding light and provides the captivating beat for the choreographed procession of believers,” and that, “The modern-day fable explores the strong connection KFC fans have with the Original Recipe Chicken and a true cult favorite: the freshly made gravy.”

Clearly, KFC knows exactly what they’re doing and they are not hiding it. Instead, they are embracing cultic themes in their marketing.



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This disturbing KFC ad is yet another sign of the times, highlighting how spiritual mockery and dark symbolism are becoming increasingly normalized in mainstream culture. What was once unthinkable—using baptism, a sacred Christian ordinance, as a marketing gimmick—has now become a twisted form of entertainment. The blatant references to cultic rituals, idolatry and even human sacrifice reveal how desensitized society is becoming to the demonic and the profane.

For Christians, this is a sobering reminder that we are living in the end times. Scripture warns that in the last days, evil will be called good and good evil (Isa. 5:20), and lawlessness will abound (Matt. 24:12). The enemy is subtly infiltrating every area of life, even through something as seemingly harmless as a fast-food ad.

We cannot afford to be passive about the content we consume or the messages we endorse. What we watch, listen to and support shapes our hearts and minds. As the world continues to glorify darkness, Christians must cling to the light of Christ, guarding our hearts and standing firm in the truth.

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