



## Pizza Hut launches its new restaurant on Park Street, Kolkata

**Kolkata, 6th June, 2019:** Pizza Hut, India's leading pizza restaurant chain has launched its 16<sup>th</sup> restaurant in Kolkata on the iconic Park Street. The restaurant is based on the concept of Fast Casual Delco, which was pioneered in India by Pizza Hut and offers Dine-in, Delivery and Takeaway all under one roof. Located at 20K Park Street, the restaurant is open on all days of the week, from 11am to 11pm. It will offer the tastiest pan pizzas starting at just Rs.99, as part of the WOW Every Value proposition.

The brand prides itself in offering the best experience to its customers through new-age formats and distinctive range of pizzas. Pizza Hut's Fast Casual Delco (FCD) restaurant concept offers customers Easy and Fast access across all touchpoints under one roof - be a great dine-in experience they are looking for, or the ease and convenience of carry-out or delivery. All Pizza Hut FCDs are equipped with an open kitchen that enables customers to witness every step of the preparation process that goes into making the Tastiest and Freshest Pizza Hut pizzas. As a brand that makes a strong connect with millennials, Pizza Hut FCDs have been tastefully designed to give a distinctive and contemporary feel. The overall vibe is very inviting, trendy and warm, making it a place that celebrates togetherness in an informal setting. Colours of red that customers relate with Pizza Hut, have been used as highlights, to off-set against shades of grey and black. The interiors are adorned with quotes resonating with Pizza Hut's brand essence 'For the Love of Pizza'. All FCDs display Pizza Hut's new swirl logo that denotes how every Pizza Hut pizza begins – with a ladle of sauce dolloped in the center and swirled to the edge.

### About Pizza Hut India

Pizza Hut, a subsidiary of Yum! Brands, Inc. (NYSE: YUM), serves and delivers more pizzas than any other pizza company in the world. Founded in 1958, Pizza Hut has become the most-recognized pizza restaurant in the world, operating more than 18000 restaurants in more than 100 countries. In June 1996, Pizza Hut made its foray into India with a restaurant in Bangalore and was the first international restaurant chain to pioneer this category. The restaurant brand offers an exciting menu consisting of its signature pizzas, appetizers, pastas, desserts and beverages. Its trademark dining experience has been recognized by Brand Equity to make it the 'Most Trusted Food Service Brand' for 13 years in a row. Pizza Hut was recently felicitated with the title of India's 70 Most Trusted Power Brands. Amongst other awards, Pizza Hut bagged the award for Most Admired Retailer of the year for Digital Marketing Campaign, Best Strategic PR Campaign Award by Times Network, Innovative Use of Technology award by exchange4media Indian Marketing Awards 2017 and Best Omni-channel campaign management and marketing automation at the IAMA 2018 Awards. Pizza Hut India also won international accolades at Vega International Awards 2017 for Innovative and Experimental Marketing and the First QSR chain in India to go hyperlocal; and EFFIE Gold in the Foods and Confectionery category in 2018. It was amongst the Top 5 for Best Search Marketing at the Global Landy Awards, New York, 2017. Pizza Hut is the most preferred pizza brand in India, given its freshest, tastiest & affordable Pizzas.

### For further information, please contact:

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