

## **ADDITIONAL CAMPAIGN QUOTE SHEET**

### **Vipul Chawla, president, Pizza Hut International**

“It’s true; no one loves pizza more than us. The Original Pan Pizza brings nostalgia for decades gone by, but to this day, there is nothing more satisfying or more unifying than that first, tasty bite,” said Vipul Chawla, president, Pizza Hut International. “At Pizza Hut, it’s in our DNA to deliver accessible happiness. Everything that we do is for the love of pizza, which is why we’re constantly thinking about a second serving – bigger, better and oh-yes-they-did menu items that bring the world together, one slice and one Pan at a time.”

“We’re proud to be known for a lot of firsts. From the first Pan Pizza to the first online order and the first pizza in space, our history of daredevil innovation has led us to achieving the ultimate in satisfaction,” said Vipul Chawla, president, Pizza Hut International. “However, it doesn’t stop at the first. We’re already looking ahead to the next 40 years of the Pan Pizza, and in everything we do, we strive to always be surprisingly, but unmistakably Pizza Hut. We’re distinctive- in taste, quality, ingredients and experience. And on that, we always deliver.”

“Nothing comes close to our Pan Pizza. It’s now sold in 115 countries worldwide, accounts for half of our global business and is by far the most popular crust type in every country where launched,” said Vipul Chawla, president, Pizza Hut International. “From the US and Mongolia to El Salvador, Guatemala, Dubai and Saudi Arabia, we know Pan Pizza delivers the ultimate in satisfaction to customers everywhere. For me, I can’t get enough of our Lover’s line, especially the Veggie Lovers, but there is nothing more classic than the cheese Pan Pizza.”

“In my opinion, there are four traits that make something an icon; it’s distinctive, aspirational, timeless and has extreme appeal. Since its debut 40 years ago, our Pan Pizza remains one of the most relevant and most memorable food icons of its time, because we have never lost sight of those things,” said Vipul Chawla, president, Pizza Hut International. “Pizza Hut has been around for generations and is often associated with sharing happiness, but our strength has always been our restaurant-quality pizza, now served anywhere, anytime.”

### **Christophe Poirier, chief brand officer, Pizza Hut International**

“Pizza Hut exists for the love of pizza, and that’s carried through in all of our offerings and our campaigns. To celebrate our beloved Pan Pizza and four decades of the most satisfying pizza-eating experience, we had to do something extra special,” said Christophe Poirier, chief brand officer, Pizza Hut International. “There’s no better way to honor this icon than with our first-ever global campaign, a Pan-iversary celebration that spans 55 markets and declares an entire month dedicated to pizza all around the world. Cheers to 40 years!”

### **Ana Maria Rodriguez, chief food innovation and quality officer, Pizza Hut International**

“Since our origin, the category has become more commoditized, but Pizza Hut has never lost the passion or taste for what inspired the iconic Original Pan Pizza four decades ago. And the Original Pan Pizza is still considered one of the best and most unique products of its kind,” said Ana Maria Rodriguez, chief food innovation and quality officer, Pizza Hut International.

“Because we always put our food and our customers first, we’ve remained forward-looking and forever young, curating ideas from customers, employees, trends and global flavor profiles to continue delivering with each and every pie.”

“Innovation has always been part of our story. Since the Original Pan Pizza debuted on menus 40 years ago, Pizza Hut’s Global Innovation Kitchen has been responsible for its constant evolution, including everything from our new vented pan technology for a perfectly crispy outside and soft and chewy inside to regional topping options and our ten most popular variations like the Super Supreme and Meat Lovers, sold consistently around the world today,” said Ana Maria Rodriguez, chief food innovation and quality officer, Pizza Hut International. “In fact, toppings are part of our specialty. At Pizza Hut, we launch between 50-75 toppings annually, and the Pan Pizza currently offers 25 options around the world. Now that’s delivering!”

“We find inspiration everywhere and anywhere, and we take pride in serving food that appeals to all of our customers worldwide,” said Ana Maria Rodriguez, chief food innovation and quality officer, Pizza Hut International. “Our Global Innovation team is borderless, curating hundreds of ideas from over 100 countries annually. While only about 10% of those make it to our test kitchens, we’re always excited to bring new ideas to life and offer customers even more.”