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Papa John's Raises its Cheesestick Game Just in Time for the NFL Playoffs with launch of NEW Bacon Cheddar and Wisconsin Cheese Stuffed Cheesesticks

Add All-New Stuffed Cheesesticks for Only \$5 When Paired with Two Large Two-Topping Pizzas, Just \$8 Each

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's is kicking off NFL post-season, and the New Year, with a sharable side that's sure to be a winner with your home team, whoever that may be. The pizza maker is introducing a new menu item—its signature Cheesesticks now stuffed with the choice of either bacon or even *more* delicious cheese.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161228005298/en/>



The limited time Bacon Cheddar and Wisconsin Cheese Stuffed Cheesesticks feature fresh, never frozen hand-tossed dough topped with a layer of Papa John's signature garlic sauce. Then, dedicated pizza makers fold and stuff the crust with cheeses paired to perfection and pile on savory, high-quality toppings that every ravenous fan at your table will crave.

The Bacon Cheddar variety is a touchdown for bacon aficionados everywhere. The original Cheesesticks are layered with hickory-smoked bacon, warm, melty cheddar *and* real cheese made from mozzarella, then baked to perfection for a bubbly, golden brown finish.

The Wisconsin Cheese medley also plays a strong game. Papa John's ingredient experts crafted the perfect blend of real Wisconsin cheeses—Asiago, Fontina, Provolone, cheddar and real cheese made from mozzarella—to fill Papa John's fresh, never frozen signature dough.

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(Photo: Business Wire)

Stuffed Cheesesticks are topped with buttery Parmesan Romano because *more cheese* is always better! These limited-time Papa's Starters are available now and are served with garlic sauce for dipping.

The NEW, mouthwatering Papa John's

"Choice and variety are important to our customers, and our new stuffed Cheesesticks give fans two unique, delicious options that we are confident they will love," said Robert Thompson, SVP of Marketing at Papa John's. "A new take on our signature Papa John's Cheesesticks, they are stuffed with game day favorites including hickory smoked bacon and real Wisconsin cheese. This season, whether you're gathering to ring in the New Year or watch a big game, our new Stuffed Cheesesticks are the perfect way to elevate your next home game."

Papa John's is offering these tasty creations for *just* \$5 when customers order two-large two-topping pizzas for \$8 each. The

Stuffed Cheesesticks are the perfect pair to any Papa John's pizza—including the three-topping Pan pizza and 2-Liter Pepsi for \$12.

For those looking to celebrate the season on a sweet note, Papa John's will continue to offer the fan-favorite Cinnamon Pull-Aparts as a permanent menu item for 2017. The delectable bites debuted in August and have sweetened Papa John's feasts everywhere with sweet-roll dough covered in cinnamon and sugar, topped with cinnamon crumbles, then baked and drizzled with icing.

Bacon Cheddar and Wisconsin Cheese Stuffed Cheesesticks will be available at all Papa John's restaurants nationwide and can be ordered online at www.papajohns.com, or through Papa John's mobile ordering app for iPhone, Android and via Apple TV devices.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ:PZZA) is the world's third-largest pizza delivery company. For 15 of the past 17 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League and Super Bowl LI. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, Twitter at <http://twitter.com/PapaJohns>, YouTube at www.youtube.com/user/papajohns, Instagram at instagram.com/papajohns, and Pinterest at www.pinterest.com/papajohnspizza. Looking to be a part of something Better? Learn more about franchising with Papa John's at www.papajohns.com/franchise.

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