



July 18, 2016

## Papa John's Opens its First Store in the Netherlands

*American pizza chain brings "Better Ingredients. Better Pizza." concept to the Rijnstraat in Amsterdam*

AMSTERDAM--(BUSINESS WIRE)-- Papa John's International, Inc., world's third-largest pizza delivery company, opens their first Dutch store on Monday, July 18<sup>th</sup>. The store is located at Rijnstraat number 60 in Amsterdam and will be open daily from 11:30 a.m. to 11 p.m. Papa John's is renowned globally for their 'Better Ingredients. Better Pizza.' concept. The new restaurant is one of more than 100 Papa John's restaurants planned for the Netherlands. The opening of another 2 stores is planned for this year.

The new venture is owned and operated by a consortium of five Papa John's Master franchisees in the U.K.: Tony Kalsi, Prasoon Patel, Jitesh Patel, Jaspal Gill and Anil Patel. The venture is led by Mr. Tony Kalsi. Mr. Kalsi said, "We look forward to introducing new customers in Amsterdam to our quality ingredients. Our hand-tossed fresh original dough, fresh-packed tomato sauce and cheese made from mozzarella make a truly better pizza. We are excited to bring Papa John's legacy of quality to the Netherlands and let customers taste for themselves why Better Ingredients make a Better Pizza!"

"Enjoying Papa John's pizza is a shared experience and brings people together all over the world," said Tim O'Hern, Senior Vice President & Chief Development Officer. "Quality is something that everyone understands and appreciates. People can taste the difference of Papa John's quality ingredients and that is why customers continue to reward us with their business, and in turn, we're able to expand into new countries and territories."

The entry into the Netherlands continues Papa John's expansion in Europe. Papa John's International currently has over 320 restaurants in the U.K., 4 restaurants in Spain and recently opened its first restaurant in Northern France on May 24, 2016. Papa John's International is currently looking for potential franchisees in other areas of France, as well as Poland, Czech Republic and Belgium.

### Papa John's History

In 1984, Papa John's opened its doors with one goal in mind: Better Pizza. That goal and the promise of "Better Ingredients. Better Pizza." remain true to this day. The concept "Better Ingredients. Better Pizza." results in a pizza with the highest quality ingredients: fresh, hand-tossed dough, the highest quality mozzarella, fresh vine-ripened tomatoes, superior quality meat and sausage and fresh vegetables delivered from all over the world. Whether it's Papa John's signature sauce, toppings, original fresh dough or even the box itself, Papa John's keeps investing in their ingredients to ensure that they always give consumers the finest quality pizza. Also, Papa John's offers the comfort of pizza delivery in the Netherlands.

### 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 the Official Pizza of Major League Baseball. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.co.nl](http://www.papajohns.co.nl). Also visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), Twitter at <http://twitter.com/PapaJohns>, YouTube at [www.youtube.com/user/papajohns](http://www.youtube.com/user/papajohns), Instagram at [instagram.com/papajohns](http://instagram.com/papajohns), Pinterest at [www.pinterest.com/papajohnspizza](http://www.pinterest.com/papajohnspizza), and Vine at [vine.co/papajohns](http://vine.co/papajohns). Looking to be a part of something Better? Learn more about franchising with Papa John's at [www.papajohns.com/franchise](http://www.papajohns.com/franchise).

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