



February 8, 2016

Papa John's Backs Up Gold Standard with "Quality Guarantee" Launch at Super Bowl 50

Love your pizza, but if you don't - tell Papa John's why and get another absolutely free. It's that simple.

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [Papa John's](#) has always set the gold standard for quality pizza ingredients. What better way to celebrate its gold standard than at the Golden anniversary of the Super Bowl by introducing a "[Quality Guarantee](#)" to underscore its commitment to delivering quality pizzas to customers. Papa John's is guaranteeing you will love your pizza, but if you don't, simply tell us why and get another absolutely free. The "Quality Guarantee" is the latest milestone in the company's journey towards "Better" that started more than 30 years ago when the first Papa John's restaurant opened its doors in 1984.

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

<http://www.businesswire.com/news/home/20160208005238/en/>

"Papa John's didn't need a 'Quality Guarantee', but if we want to live by our commitment to provide 'Better Ingredients and Better Pizza' we have to be able to deliver," said founder, chairman and CEO of Papa John's, John Schnatter. "That's why we're launching our 'Quality Guarantee' on one of the biggest stages in sports - Super Bowl 50. When it comes to quality, it's simple. If you wouldn't put it in *your* pizza, we don't put it in *our* pizza. No ingredients you can't pronounce, no artificial flavors."

Papa John's has one of the 'cleanest' pizza ingredient labels among top national pizza chains. The brand kicked off 2016 by announcing it had removed artificial flavors and synthetic colors from its entire menu and committed to serving chicken toppings and poppers raised without antibiotics by summer of 2016. Last year, the company made public that it invests over [\\$100 million](#) annually in its products, research and development initiatives.

And, to make the Quality Guarantee even tastier, starting Monday, February 8th through March 13th, Papa John's is offering customers quality and value with a large up-to-5-Toppings pizza online for only \$9.99, and the fan-favorite Brookie for just \$6 more.

As the Official Pizza Sponsor of the NFL and Super Bowl 50, Papa John's unveiled its own Farmer's Market at the Super Bowl 50 Media Center to showcase not only its fresh ingredients in action but also its "Better" team with J.J. Watt, Joe Montana and Archie Manning using "Better" ingredients to make fresh pizzas with Papa John's founder, chairman and CEO John Schnatter. "Quality is Papa John's legacy - it's the gold standard for 'Better' ingredients," said NFL Hall of Famer, Joe Montana.

To learn more about the Quality Guarantee and its terms and conditions, customers are encouraged to visit <http://www.papajohns.com/guarantee>. Customers can order one large up to 5-Topping pizza for \$9.99 online only and a Brookie for \$6 at www.papajohns.com, or through Papa John's mobile ordering app for iPhone and Android 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 14 of the past 16 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 50. 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, Pinterest at www.pinterest.com/papajohnspizza, and Vine at vine.co/papajohns. Looking to be a part of something Better?

Learn more about franchising with Papa John's at www.papajohns.com/franchise.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160208005238/en/>

Papa John's International, Inc.
Peter Collins, 502-261-4233
Senior Director, Public Relations
peter_collins@papajohns.com

Source: Papa John's International, Inc.

News Provided by Acquire Media