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Papa John's Announces PepsiCo as its Beverage Partner in North America

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Today, Papa John's International, Inc. (NASDAQ: PZZA) ("Papa John's") announced its selection of PepsiCo as its exclusive beverage supplier for restaurants in North America through a 10-year contract renewal. The extension of this partnership showcases the brand's ongoing commitment to deliver exceptional value to its customers and franchise partners by offering quality products that customers expect.

The partnership will also underscore the brand's strategy by supporting Papa John's marketing efforts through additional investment from Pepsi, while also encouraging North American development expansion through incentives to drive new store growth.

"Through the extension of our partnership with PepsiCo, Papa John's will continue to offer our valued customers the variety of beverages they have always enjoyed, while driving operational excellence," said Papa John's Chief Supply Chain Officer Kurt Millburn. "Our shared goal is to deepen customer attachment to beverages with orders, ensuring an exceptional dining experience for every Papa John's customer."

"PepsiCo is thrilled to extend our longstanding partnership with Papa John's," said Hugh Roth, Chief Customer Officer, PepsiCo Global Away From Home. "The perfect pairing of our refreshing beverages with Papa John's delicious pizzas has created a winning combination that continues to delight consumers. We look forward to another decade of collaboration, focused on delivering exceptional value, innovation, service and customer satisfaction."

PepsiCo's diverse beverage portfolio, which includes PEPSI®, MOUNTAIN DEW®, and STARRY® are among the wide range of options that will be available at Papa John's restaurants nationwide.

For more information about Papa John's, visit www.papajohns.com.

About Papa John's

Papa John's International, Inc. (Nasdaq: PZZA) opened its doors in 1984 with one goal in mind: BETTER INGREDIENTS. BETTER PIZZA.® Papa John's believes that using high-quality ingredients leads to superior quality pizzas. Its original dough is made of only six ingredients and is fresh, never frozen. Papa John's tops its pizzas with real cheese made from mozzarella, pizza sauce made with vine-ripened tomatoes that go from vine to can in the same day and meat free of fillers. It was the first national pizza delivery chain to announce the removal of artificial flavors and synthetic colors from its entire food menu. Papa John's is co-headquartered in Atlanta, Ga. and Louisville, Ky. and is the world's third-largest pizza delivery company with approximately 5,900 restaurants in approximately 50 countries and territories. For more information about the Company or to order pizza online, visit www.papajohns.com or download the Papa John's mobile app for iOS or Android.

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$91 billion in net revenue in 2023, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit www.pepsico.com, and follow on [X \(Twitter\)](#), [Instagram](#), [Facebook](#), and [LinkedIn](#) @PepsiCo.

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