



## Papa John's Announces New Garlic Parmesan Crust

November 4, 2019

*For the first time in 35 years, Papa John's is adding a flavor to its original crust by baking its special Garlic Sauce and artisan Parmesan-Romano cheese into the dough for a truly indulgent experience*

LOUISVILLE, Ky.--(BUSINESS WIRE)--Nov. 4, 2019--

Papa John's International, Inc. today announced the launch of Garlic Parmesan Crust, marking the first time the brand has added to its six-ingredient, fresh, never-frozen original pizza dough in company history.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191104005099/en/>



"There's a lot of fan love for Papa John's signature Garlic Sauce, so we knew our first-ever innovation of our original crust had to feature it," Paul Fabre, senior vice president of menu strategy and innovation at Papa John's, said. "The new Garlic Parmesan Crust comes with our famous Garlic Sauce and artisan Parmesan-Romano cheese baked into the crust. As always, Garlic Parmesan Crust pizzas come with our classic Garlic Sauce and pepperoncini in the box."

This crust innovation is a reflection of the company's focus on bringing craveable products to customers made with quality ingredients.

"Papa John's is all about quality, and we don't put anything on the menu that doesn't meet our standards. It's the first time we're adding flavor to our fresh, never-frozen original dough and we are doing it with high quality ingredients that our guests love," Fabre said. "As we continue to evolve and grow our business, we're working to innovate more than ever while maintaining our commitment to quality."

Papa John's Announces New Garlic Parmesan Crust (Photo: Business Wire)

The Garlic Parmesan 1-topping pizza is now available nationwide for \$10 with

promo code CHEESYCRUST by phone, PapaJohns.com, the Papa John's app, Facebook, Apple TV or by asking Alexa. The Garlic Parmesan Crust can also be added to create your own pizza orders, The Works, The Meats and Garden Fresh all on original crust at regular menu price.

To celebrate the launch, Papa John's is also offering some pizza lovers the chance to try a limited-edition Garlic Parmesan Crust Luster pizza, comprised of 90 percent Garlic Parmesan crust for a seriously garlicky, cheesy experience, and a small inner circle of sauce, cheese and toppings. The new crust is the star of this pizza. The Garlic Parmesan Crust Luster will be available in six participating locations nationwide from Nov. 4 through Nov. 10, including:

- Atlanta – 990 State Street NW
- Chicago – 230 W Division Street
- Dallas – 3501 McKinney Avenue
- Los Angeles – 701 W East Cesar E Chavez Avenue, Suite 109
- Miami – 1315 W 49<sup>th</sup> Street, Hialeah, Fl.
- New York City – 896 Amsterdam Avenue

For more information regarding Papa John's Pizza offerings, or any of the items available on Papa John's menu, please visit [papajohns.com](http://papajohns.com).

For additional media assets, click [here](#).

### **About Papa John's**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. In 2019, consumers rated Papa John's No. 1 in product and service quality among national pizza chains in the American Customer Satisfaction Index (ACSI). For 18 of the past 20 years, consumers have rated Papa John's No. 1 in customer satisfaction among national pizza chains in the ACSI. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20191104005099/en/>

Source: Papa John's International, Inc.

### **Media Contact**

#### **Blair Klayko**

Senior Manager, Corporate Communications

Papa John's International, Inc.

[Blair\\_Klayko@papajohns.com](mailto:Blair_Klayko@papajohns.com)

502.261.4349