



Papa John's Unveils New Design for International Restaurants

January 25, 2023

New restaurant design is inspired by the quality ingredients that have made Papa John's so well-loved across the world

ATLANTA--(BUSINESS WIRE)--Jan. 25, 2023-- Papa John's today announced a new design for international restaurants that invites people to enjoy Papa John's premium pizza together in a warm setting that brings to life the Papa John's promise of Better Ingredients. Better Pizza.® Premium ingredients – the core of the Papa John's experience – are highlighted throughout the new restaurant through colors, lighting and decor that showcases Papa John's new visual brand identity. In a streamlined and flexible environment, Papa John's team members will be equipped to more efficiently create quality food and serve it in the seamless, personalized ways that today's customers prefer.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230125005056/en/>



Premium ingredients – the core of the Papa John's experience – are highlighted throughout the new restaurant through colors, lighting and decor that showcases Papa John's new visual brand identity. (Photo: Business Wire)

be "Hungry for Better."

"Papa John's growth and momentum continues to attract leading operators who are eager to bring the Papa John's experience to new parts of the world," said Amanda Clark, Papa John's Chief International and Development Officer. "By reinforcing our premium position within the QSR pizza industry, this new restaurant design gives current and potential franchise partners another reason to say yes to developing with Papa John's."

In creating the new store design, the colors, surface materials and messaging both inside and out were artfully chosen to indulge the senses and provide visual cues that reinforce Papa John's crafted, quality products. Colors used were inspired by Papa John's premium ingredients and include Tangy Tomato (red), Fresh Basil (green), Fluffy Dough (off-white) and Punchy Garlic (light purple) to provide bold pops and playful accents. On the walls, customers will find artwork depicting Papa John's new "hand drawn happiness" illustration style that reflects both the vibrancy of the Papa John's brand as well as the hand-crafted nature of its products. Digital screens and ordering kiosks will help customers choose and customize their order in a sleek, modern and seamless experience.

To bring this new restaurant design to life, Papa John's has begun implementing a phased approach that will gradually roll out this new experience to customers and team members as Papa John's continues being "Hungry for Better."

About Papa John's

Papa John's International, Inc. (NASDAQ: PZZA) ("Papa John's") 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 more than

Following the rollout of a more modern design for Papa John's restaurants in North America that began last year, this new design for international restaurants will elevate the Papa John's experience across the wide range of Papa John's restaurant formats found around the globe. Whether a particular restaurant has been built to focus on delivering pizza to customers, serving dine-in guests, or a combination of the two, Papa John's international franchise partners are being equipped with materials and finishes that can be accommodated and tailored for each of their restaurants' specific needs. The first restaurant constructed in the new design has opened in China's Hubei province, and another seven locations are currently under construction or renovation across Jordan, United Arab Emirates, Saudi Arabia and Kenya. Following Papa John's growth in the opening of new international restaurants across the globe and expansion into new countries, the new design represents the latest way Papa John's is evolving the experiences of its customers and teammates as it continues on a mission to

5,500 restaurants in 47 countries and territories as of September 25, 2022. For more information about the Company or to order pizza online, visit www.papajohns.com or download the Papa Johns mobile app for iOS or Android.

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