



## Papa Johns Launches Crispy Cuppy 'Roni Platform Featuring Premium Cupping Pepperoni Across Menu Favorites

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*Papa Johns is taking fans' pepperoni love to the next level as flavorful cupping pepperoni makes its debut with Papa Johns NY Style Crispy Cuppy 'Roni Pizza, Crispy Cuppy 'Roni Papadia, and Crispy Cuppy 'Roni Papa Bites*

ATLANTA--(BUSINESS WIRE)--Mar. 25, 2024-- Papa Johns announced today the limited-time release of its brand-new Crispy Cuppy 'Roni menu platform. This launch gives consumers three craveable ways to enjoy the premium, new cupping pepperonis from Papa Johns. A true celebration of fans' most-ordered pizza topping, Papa Johns is taking pepperoni love to the next level. Think: a thicker pepperoni with crispy, crunchy edges curling upwards to create a chalice of savory pepperoni flavor across all your favorite Papa Johns menu items.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240325885346/en/>



New! Crispy Cuppy 'Roni menu items from Papa Johns - NY Style Crispy Cuppy 'Roni Pizza, Crispy Cuppy 'Roni Papadia, and the Crispy Cuppy 'Roni Papa Bites (Photo: Business Wire)

mozzarella, and a craveable garlic parm drizzle, encased in our fresh, never frozen, original dough.

The Crispy Cuppy 'Roni platform is the latest menu addition from Papa Johns, elevating consumer cravings for pepperoni while building upon the brand's commitment to innovation. The new offering follows a string of fan favorites like Garlic Epic Stuffed Crust Pizza, Doritos® Cool Ranch® Papadia and Oreo® Cookie Papa Bites.

The full Crispy Cuppy 'Roni lineup will be available starting March 25 for Papa Rewards loyalty members and for all fans on April 1, priced at \$13.99, \$6.99, and \$4.99, respectively.

More information about the Cuppy 'Roni offerings can be found at [www.papajohns.com](http://www.papajohns.com).

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

*Not a Papa Rewards member yet? What are you waiting for? Join [here!](#)*

### About Papa Johns

Papa John's International, Inc. (NASDAQ: PZZA) ("Papa Johns") opened its doors in 1984 with one goal in mind: BETTER INGREDIENTS. BETTER

"We're always looking for fresh ways to show up for pizza lovers and what better way to honor their pizza devotion than a lineup of cupping pepperoni menu items like no other," says Kimberly Bean, Senior Vice President of Menu Strategy and Product. "The Crispy Cuppy 'Roni platform is dedicated to all pepperoni fans-- as we know they crave pepperoni in new and unexpected ways. We saw it in our limited-time-offerings with the *Epic Pepperoni Stuffed Crust Pizza* with pepperoni in the crust, and the *Shaq-A-Roni* with the increased quantity of pepperoni on the pizza. So now we're fueling their pepperoni obsession with three new cupping pepperoni menu innovations."

Papa Johns *NY Style Crispy Cuppy 'Roni Pizza* is an elevated, more flavorful version of the classic pepperoni pie thanks to its signature trifecta of cupping pepperoni and creamy tomato sauce, served up in extra-large, NY-style slices. And with a recipe too good to limit to a single offering, the perfect balance of these ingredients also comes together in the flatbread-style sandwich *Crispy Cuppy 'Roni Papadia*.

Further bringing these ingredients to life and adding to the pepperoni party, *Crispy Cuppy 'Roni Papa Bites* are also available now, showcasing a mix of the new cupping pepperoni, classic pepperoni, creamy melty

PIZZA.® Papa Johns 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 Johns 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 Johns is co-headquartered in Atlanta, Ga. and Louisville, Ky. and is the world's third-largest pizza delivery company with more than 5,900 restaurants in approximately 50 countries and territories. For more information about the Company or to order pizza online, visit [www.PapaJohns.com](http://www.PapaJohns.com) or download the Papa Johns mobile app for iOS or Android.

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