



October 24, 2014

## **Papa John's Warms Up the Fall Season with PepsiCo for a New Spin on a Classic: The Fritos Chili Pizza**

*Oct. 27 Through Nov. 23 get the Fritos Chili Pizza for \$12 and a Chocolate Chip Cookie for \$5*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's is bringing the crunch this fall with a new spin on a classic American favorite. The pizza company is partnering with PepsiCo's Fritos corn chips to create a new tasty tradition, the Fritos Chili Pizza. A comforting fall dish, the Fritos Chili Pizza is a unique offering for Papa John's customers that can be paired with a warm, freshly-baked, eight-slice chocolate chip cookie and a Pepsi beverage product.

Whether looking for a dinner option on Halloween or the perfect tailgating meal, the limited time product is available through November 23. The pizza will feature Papa John's signature-crust, real beef, hearty chili sauce, Roma tomatoes and onions, all topped with premium cheddar and mozzarella cheese, and baked to golden brown perfection. In keeping with the tradition of a time-tested recipe, the pizza is completed with a generous portion of original Fritos corn chips for a crunchy finish.

"At Papa John's, we love offering our customers exciting pizzas that add some flavor to each season," said Bob Kraut, Papa John's chief marketing officer. "It seemed like a no-brainer to collaborate with our beverage partner PepsiCo to bring its popular Fritos corn chips snack to our pizza and combine these traditional tailgating fall favorites - chili, cheese and added crunch - with Papa John's signature fresh-dough crust."

"We're proud to offer Pepsi beverages at Papa John's and are pleased to now bring one of our great-tasting, classic snack brands like Fritos corn chips into the Papa John's family," said Roberto Rios, PepsiCo Foodservice's chief marketing officer. "This delicious limited-time pizza brings together two iconic American brands in Fritos and Papa John's and we know their customers will love it."

The Fritos Chili Pie, a popular food dish that traces its origins back to the 1930's when PepsiCo's Frito-Lay division was originally founded, consists of Fritos corn chips, cheese and chili. It is a unique dish that is often regionally localized across the United States.

"Papa is amazed it took 30 years to put it all on a pizza. We finally did, and we're excited that the pizza will be available for our busiest day of the year, Halloween," said Kraut.

PepsiCo is Papa John's exclusive beverage partner in the U.S., UK and Canada, providing a variety of options including Pepsi, Diet Pepsi, Mountain Dew, Sierra Mist, Aquafina and Gatorade.

The Fritos Chili Pizza and Chocolate Chip Cookie are available at all Papa John's restaurants nationwide, and can be ordered online at <http://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 13 of the past 15 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 XLIX. For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), or on Twitter at <http://twitter.com/PapaJohns>.

### **About PepsiCo**

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2013, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose - our goal to deliver top-tier financial performance while creating sustainable growth in shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit [www.pepsico.com](http://www.pepsico.com).

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Source: Papa John's International, Inc.

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