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Papa John's Serves up its "Better Ingredients" with New Social and Digital Resources

Pizza-maker leverages online channels to highlight pizza ingredient quality: No trans-fats, MSG, fillers in meat toppings, BHA or BHT, or partially hydrogenated oils

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Delivering consumers better ingredients for more than 30 years, Papa John's is providing a facelift to its digital and social channels by sharing new ingredient statements, definitions and details. The revamped digital channels provide consumers with details and background on their favorite ingredients and can be found at www.papajohns.com/better.

"I believe that Papa John's has one of the 'cleanest' pizza ingredient labels in the QSR pizza industry," said Papa John, founder and chief executive officer of Papa John's. "Before I even opened my first Papa John's, back when I was making pizzas at Rocky's Sub Pub in Jeffersonville, Indiana, I learned that quality mattered. Fast-forward to today, and that lesson still stands."

"Papa John's was built on quality, which is why we talk so openly about our ingredients and you always hear us say, 'Better Ingredients. Better Pizza.' It's a way of life at Papa John's."

As consumers continue to expect greater transparency from the food industry and better ingredient choices, Papa John's continues to look closely at its labels to ensure it is conscious of food trends without sacrificing the great taste its customers love and have come to expect. Papa John's has no trans-fats, no MSG, no fillers in its meat toppings, no BHA, no BHT and no partially hydrogenated oils.

Meeting the increasing demand for transparency, Papa John's is enhancing its social content with a series of Instagram and Vine videos, accompanied by Twitter and Facebook content focusing on each ingredient category. The content will give consumers the chance to take an in-depth look at what exactly goes into each ingredient and what makes it a quality leader.

Distributed across Papa John's social channels over the next seven weeks, the new content will highlight its core and most-loved ingredients one-by-one—beginning with its fresh, never frozen original dough and ending with cheese made from high-quality, 100-percent mozzarella and skim milk. Each week will allow curious consumers and food enthusiasts to learn just how invested Papa John's is in the quality of its ingredients and the degree to which it will go to get the best.

"Our industry is changing and consumers are demanding transparency—and as a leader in an industry in which some of our competitors don't publicly list their ingredients, we want to give that information to our customers," said Bob Kraut, Papa John's chief marketing officer. "We want our customers to believe what we believe: that we have better ingredients. And what better place to share that belief than on the social channels that our customers use on a daily basis?"

"Nutritional information has long been accessible on our site, but we wanted to make things easier for consumers to locate and understand exactly what they're eating and what makes our pizzas so special. And, when paired with our new social content highlighting our hero ingredients, now they can."

Papa John's has a storied tradition of "Better Ingredients" and it wants customers to know exactly what that means. In fact, Papa John's wants to challenge consumers take a look for themselves—to get to know "better," and find out what goes into Papa John's products and onto its pizzas by visiting www.papajohns.com/better.

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. Also visit us on Facebook at www.facebook.com/PapaJohns, or on Twitter at <http://twitter.com/PapaJohns>.

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