

THIS CASUAL DINING CHAIN IS REMODELING ITS STORES, INTRODUCING A NEW LOGO AND TAGLINE AND IS DETERMINED TO DOMINATE THE CASUAL DINING SEGMENT

PIZZA HUT

A BRAND NEW TRANSFORMATION



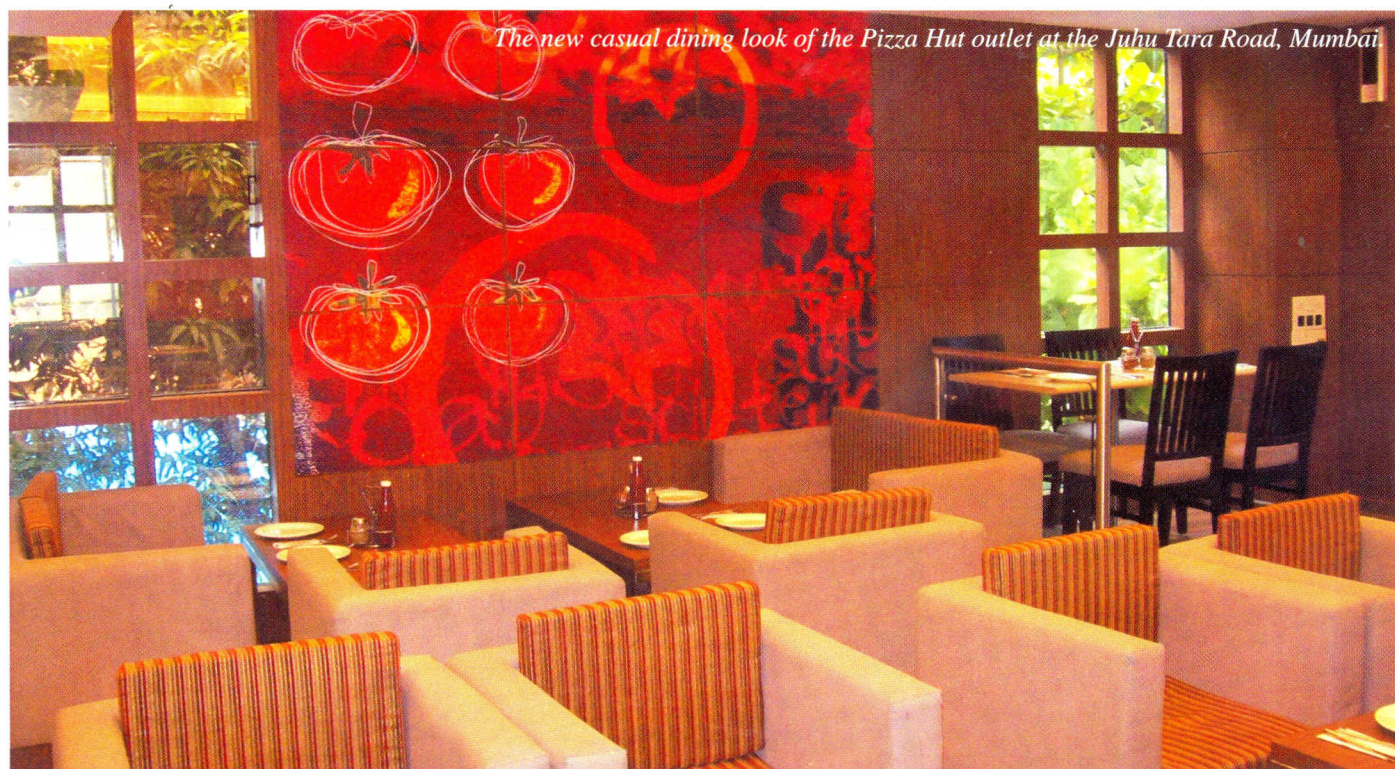
Anup Jain

Pizza Hut, the popular food chain, recently showcased their brand transformation strategy in the casual dining segment with the unveiling of their revamped outlet at Juhu Tara Road in Mumbai. As per the new strategy, all the outlets in the Pizza Hut chain will now sport an upgraded look along with a new logo and tagline, 'Stories

Happen', that fits in with the brand evolution and redefines its image in the casual dining space.

Explaining the rationale behind the repositioning, Anup Jain, marketing director, Pizza Hut, said, "As leaders in affordable casual dining, it is important for Pizza Hut to bring in an enhanced level of dine-in experience to strengthen its positioning. This is a logical step in the evolution

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of the brand, especially after having been in India for the past 12 years. It is also part of our global re-imaging and branding exercise that has already been successfully implemented in countries such as Hong Kong and the United Kingdom where it has paid rich dividends."

Pizza Hut is one of the flagship brands of Yum! Brands, Inc., which also has KFC, Taco Bell, A&W and Long John Silver's under its umbrella. Since its first outlet in Bangalore in June 1996, the brand has expanded to 135 outlets and 4 Pizza Hut deliveries spread across 36 cities in India.

Niren Chaudhary, managing director, Yum Restaurants India, said, "Another reason behind the brand transformation is that we often find ourselves compared with other pizza delivery chains and quick service restaurants; we do not belong to their segment. By adopting the 'enhanced dine-in concept' we will distinctly position ourselves in the casual dining segment differentiate us from fast food and fine-dining segments." The brand has carried out extensive consumer research to test the concept and also customize the decor and food to appeal to local tastes, while retaining the international look and feel, he revealed. "Pizza Hut is a brand that holds a special place in people's memories and relationships and our



Niren Chaudhary

offerings include pastas such as Florentine Fettuccine, Arabiatta Farfalle and blended drinks such as Pink Grapefruit Sparkle, Hazelnut and Coffee, among others."

He added, "Our service platform offers its customers a place where they can bond, forge strong friendships and create great memories while sharing good food which is captured by our new tagline, 'Stories Happen'."

The enhancement project includes an 'asset upgrading program' wherein Rs 50 crore will be invested in the next three years to modernize outlets, beginning with Mumbai

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enhancement program will only serve to strengthen that bond between the brand and its customers," he added.

Elaborating on the brand's new 'Pizza Hut experience' that guests can expect, Jain said, "The dining experience is being revamped around all touch points i.e. menu, store design and service. The sights and sounds in a premium Parisian café such as warm lighting, earthy tones, destination seating for groups of different sizes and mood graphics on the walls have inspired the store design elements of Pizza Hut's new dine-in concept. Rounding off the enhanced casual dining experience, a vastly expanded menu has been introduced, which includes pastas, appetizers, specialty beverages and much more. The thin crust pizza base has also been introduced. Some of the new

and Delhi and then moving on to Pune, Chandigarh and Bangalore. Jain revealed, "The funds will be deployed by franchise partners. With our new initiatives we expect a 30 percent growth in sales, post the brand transformation in the next fiscal year."

Pizza Hut has a 27 percent market share of the eating-out market and over 70,000 footfalls per day across the country. Globally, the brand is the world's largest casual dining restaurant chain with over 12,500 restaurants across 91 countries. Incidentally, Pizza Hut's parent company, Yum! Restaurants India is the only large global brand operating in India across three channels – casual dining brand Pizza Hut, its delivery format and QSR (quick service restaurant) brand, KFC. ■

by ADITI KANE

IN BRIEF

■ Seventh JW Marriott Hotel planned for Gurgaon

Marriott International plans their seventh luxurious JW Marriott-branded hotel for India under a management agreement reached with Uppal Hospitality, which is also developing the 175-room JW Marriott Hotel Chandigarh, India.

The 206-room JW Marriott Hotel Gurgaon is expected to open in mid-2009 in suburban New Delhi and is to offer four dining options including a three-meal casual restaurant, two specialty restaurants and an informal café-deli/bakery. In addition, the hotel will have a spacious lobby lounge, a stylish bar and a pool bar.

Other amenities will include a 2,000 sqm spa and fitness centre, a gift/sundries shop, retail shops, a business center and an executive lounge.

Ed Fuller, president & managing director of international lodging for Marriott International, said "We've been operating in India for less than 10 years and are thrilled by what we have been able to achieve in such a short time," adding that the Marriott International portfolio in India today consists of six operating hotels with another 24 new projects in India slated to open through 2012 under signed management agreements.

■ First Ibis hotel opens in India in national capital region (NCR)

InterGlobe Hotels, a joint venture between InterGlobe Enterprises and French hotel group Accor, opened its first hotel in India in Gurgaon. The Ibis Gurgaon is located on the



prominent Golf Course artery and features contemporary European styling, 217 rooms, an all-day dining restaurant, bar and meeting room. The rooms are priced at Rs 4,400.

InterGlobe Hotels has a further 11 Ibis hotels at various stages of development across India - in Mumbai, Chennai, Pune, Bengaluru, Hyderabad, Ahmedabad and Jaipur - adding up to 2,045 rooms. Ibis Pune and Mumbai are likely to be operational before mid-2009. The Ibis development project in India is part of a major expansion of the brand across the Asia Pacific region. Up to 200 Ibis hotels are planned for China while Ibis is also growing strongly in Korea, Thailand, Indonesia, Australia and New Zealand.