

## A pizza where you can binge on rings too!

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Commenting on the launch, Anup Jain, marketing director of Pizza Hut, said: 'Our experience has shown that while customers relish the pizza base and toppings, they find the outer crusts too bland. With the Ring O' Garlic range, we are adding flavour to the crust to ensure that the consumers will not only enjoy the crust, but might just start eating the pizza crust inwards.'

The Ring O' Garlic range of pizzas has a tad of garlic and parsley on the base and the crust is a ring of butter and garlic along with another sprinkle of parsley to make it a succulent meal for the consumers.

A new television campaign - featuring music director Bappi Lahiri making his advertising debut - has been produced to launch the new range.

'The TV commercial will be on air from the coming week,' Jain announced at the launch.

As a take-off from the advertisement, Cyrus was dressed as Bappi and danced to his popular 'I am a Disco Dancer' at the launch.

'Ring O' Garlic is like love - it gets better with time, (as you gradually eat it) until you marry it,' Cyrus quipped at the launch.

While binging on the pizzas at the launch, Cyrus said, 'The garlic and herb topped crust is simply divine and I can vouch that people are going to be torn between which side of the pizza to begin eating from - the crust or the base.'

Pizza Hut will be introducing 11 creative topping combinations for their new range of pizzas that will be available in medium and large sizes.

The pizzas will be priced at a starting range of Rs.125 for a medium vegetarian pizza as against Rs.180 for a medium non-vegetarian pizza and will be available across all Pizza Hut outlets.

- Indo Asian News Service