



## 'Masala Cheesy Bites', to add spice to twist-pull-pop!

*New range of pizzas to 'spice up' gatherings with friends and family*



New Delhi, August, 2009: Your favourite affordable casual dining restaurant, Pizza Hut, has introduced a spicy twist on its international best seller Cheesy Bites - *Masala Cheesy Bites*. The delicious pizzas will continue to be the centre of all attention with the same 22 twistable, pullable, poppable cheese bites that form the pull-apart crust. Each bite will be a tangy and spicy treat, with delectable tastes of paprika, pepper and tomato to satisfy the Indian taste buds. Individually filled with *masala cheese*, these 22 bites are wrapped in dough and lightly seasoned with garlic butter and Italian seasoning on the outside before being baked to a golden brown.

The mouthwatering *Masala Cheesy Bites* range offers three non-vegetarian options including *Spicy Chicken*, *Chicken Sizzle* and *Peppy O Chicken*. For the vegetarians, the options include *Fiery Magic Masala*, *Mediterranean Delight* and *Paneer Bonanza*. Available in personal and classic size, one can choose to upgrade their existing favourite pan pizzas to *Masala Cheesy Bites*. One can also upgrade from pan pizza to *Masala Cheesy Bites* pizzas in King Size Meals. Available at all Pizza Hut restaurants across the country, the new *masala Cheesy Bites range* starts @ Rs. 100 only.

On the introduction of the new range of pizzas, Anup Jain, Director - Marketing, Yum Restaurants India - Pizza Hut said, "Given the success of *Cheesy Bites* and based on the overwhelming response from our guests, we decided to introduce a taste variant on the immensely popular *Cheesy Bites* - *Masala Cheesy Bites*. The new *Masala Cheesy Bites range* promises to add a dash of spice to gatherings with family and friends. We have introduced this range especially keeping in mind the taste and preferences of customers."

The *Masala Cheesy Bites* range of pizzas is available across all Pizza Hut restaurants and can also be ordered at home by calling 3988-3988.

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