



Pizza Hut Introduces Four Seasons Wines

Pizza Hut partners with USL to serve Four Seasons wines in select restaurants

Bangalore, December 8, 2010: Leading affordable casual dining restaurant brand, Pizza Hut has now introduced Four Seasons Wines - India's most awarded range of wines, in their menu. Partnering with Four Seasons Wines Limited (FSWL), part of the UB Group, Pizza Hut will now be serving Four Seasons Wines at select restaurants in Bangalore.

Pizza Hut is transitioning from a quick service restaurant to an affordable casual dining restaurant brand with an aim to provide an enhanced dining experience. The restaurant serves Italian-inspired cuisine that can be accompanied very well with wine, enhancing flavors and offering a delightful culinary experience. There are plans to expand this offering to more number of restaurants in Bangalore and to other major cities as well.

Four Seasons wines are produced at the UB Group's new state-of-the-art winery in Baramati, from French varieties of grapes selected from vineyards in the Sahyadri valley. The wines are crafted by India's most experience winemaker, Abhay Kewadkar, and offer the best expression of Indian varietal Wines. As part of this exclusive partnership, wines from Four Seasons Wines Ltd. will be introduced in select Pizza Hut restaurants in Bangalore, which consumers can now enjoy with their favorite Tuscani pastas, pizzas and appetizers. The wines will be served both by the bottle and by the glass - starting at Rs. 99/- for a 125 ml glass.

Talking about the inclusion of wine in the menu and the partnership with FSWL, Sandeep Kataria, Chief Marketing Officer, Yum! Restaurants India said, *"As a brand, Pizza Hut is transitioning and repositioning itself from a Quick Service restaurant into the Affordable Casual Dining restaurant space. We have been undertaking many initiatives such as expanding our menu to a whole new range of pastas, pizzas and appetizers, enhancing the ambience of our restaurants, enhancing the service and changing our brand communication. Our menu, being Italian-inspired pairs very well with wine and therefore we have taken this initiative to partner with United Spirits Limited and serve Four Seasons Wine, as the wines are appreciated by experts and critics alike for their quality and taste. We will commence serving wine at select restaurants in Bangalore and extend the offerings soon to other cities."*

Speaking on the association with Pizza Hut, Sidhartha Mallya, Director-Royal Challengers Sports Private Ltd & General Manager Marketing, USL says, *"The current Alco Bev penetration is 42.5% in India. Beer*



& Whisky penetration is 26% & 23% respectively, while Wine is at 0.6%. However 4 times as many people have expressed their willingness to taste wine but haven't done so for lack of necessary casual fine-dining experience & opportunity. Given the background, we are very upbeat about our association with Pizza Hut which will serve Four Seasons Wines. In keeping with our desire to de-mystify the category, trigger growth in wine awareness and consumption, this partnership will allow us to reach out to a larger audience and offer them a platform to taste wines without any inhibition. At Pizza Hut one can now enjoy a meal with friends and family over a glass of wine in a casual and relaxed ambience."

Sidhartha Mallya further said, "Drinking wine in cafes and restaurants is commonly observed in many countries. Through this exclusive partnership with Pizza Hut, today we bring a wine trend which is globally accepted. Indian consumers are now more open to experimenting, and we are confident this partnership will encourage them to drink wine at an affordable casual dining restaurant and enjoy a glass of wine with their food."

Abhay Kewadkar, Chief Winemaker & Director - FSWL added, "The awarded range of Four Seasons varietal and reserve wines has an offering for every season and occasion. The varietal wines are fruity with a good balance, easy to drink, and can be paired well with a variety of cuisine, including pizzas and pastas. Four seasons Blush Rosé can be enjoyed as an aperitif while the Chenin Blanc and the Shiraz can be paired with the main course. The premium range of Four Seasons Barrique Reserve Collection, available in two popular varietals - Cabernet Sauvignon and Shiraz, are made in limited batches and undergo a nine-month maturation in new French oak barriques that lends these wines a subtle complexity, an enigmatic bouquet, a velvety texture and a lingering finish - truly living up to their reserve designation. Hence, these wines are loved by connoisseurs and are appropriate for a fine dine experience."

About Pizza Hut:

Pizza Hut is the world's leading affordable casual dining restaurant brand. Pizza Hut made its foray into India with a restaurant in Bangalore in June 1996 and was the first international restaurant chain to pioneer this category in India. It is widely credited with building 'pizzas' as a main course option in India.

The restaurant brand offers an exciting menu consisting of its signature pizzas, appetizers, pastas, desserts and beverages. Its trademark dining experience has been recognized by Brand Equity to make



it the 'Most Trusted Food Brand' for 6 years in a row. With over 50,000 footfalls per day across the country, Pizza Hut is the perfect place to celebrate any occasion in life, small or big.

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. Pizza Hut is the world's largest affordable casual dining restaurant chain with over 13,200 restaurants across 97 countries. In India, Pizza Hut has 120 dining restaurants across 34 cities.

About UB Group's Wine Business:

The UB Group has varied business interests, with the core businesses being beverage alcohol (spirits & beer) and aviation. At a time when wine consumption in India is growing at a rapid pace, and is fast approaching international levels, the UB Group's Spirits Company, United Spirits Ltd., has made a timely entry into this business. The wine business operates through two companies - United Vintners Limited (UVL) and Four Seasons Wines Limited. UVL imports a large portfolio of wines from all over the world which offers consumers both differences in style and price point; Four Seasons Wines Limited produces top quality Indian wines at its new state-of-the-art winery in Baramati, 65 kms from Pune. These wines are marketed under the brand names ZINZI and FOUR SEASONS.

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