

# Chefs bring alive the magic of “*Tuscan cuisine*” at Pizza Hut

*Pizza Hut’s Head Chef Arjyo & Chef Luca from Barilla, Italy together at the Chef’s Table in Mumbai!*

Mumbai, February 16, 2011: Pizza Hut, the world’s leading affordable casual dining restaurant brand, brought alive the magic of Italian-inspired cuisine in an exclusive event led by their Head Chef, Arjyo Banerjee in collaboration with Chef Luca Ciano, Executive Chef from Barilla, Italy. Together, they showcased Pizza Hut’s latest offerings inspired by the Tuscan region in central Italy - Pizza Hut’s *Tuscani Singles* and *Tuscani Pastas*. The city of Mumbai saw the two chefs coming together in an *exclusive & interactive live cook out and workshop for select guests*. The event is the latest in the series of interactive get-togethers planned by Pizza Hut called “*Chef’s Table*” for food connoisseurs, to share and enjoy recipes made using fine, flavorful and natural ingredients that Pizza Hut is known for.

The event, held at their Muraban Road restaurant, had a specially created ‘Menu of the day’ showcasing Pizza Hut’s latest range of dishes inspired by Tuscan Cuisine, in which special emphasis was laid on exotic ingredients, layered textures and “burst-in-your-mouth” flavors. The chefs shared a great rapport and dishes like Aubergine and Tomato Cannelloni and Creamy Pesto Fettuccine with prawns, and *Verde*, one of the *Tuscani Singles*, which is Pizza Hut’s signature range of hand stretched thin crust pizzas, were prepared live for the guests along with an assortment of other dishes. During this session, for the first time Chef Luca took an exclusive Masterclass on “*Perfect Italian Pasta*” for all the special invitees, and gave a view into the heritage and quality of the pastas served at Pizza Hut.

A perfect complement to the feast, were assorted bruschettas (Tomatoes & Bocconcini, Thyme Grilled Chicken with olive Tapenade and Parmesan & Tomato Pesto with Prawns and Basil), as well as a Summer Vegetable Salad with garlic crutes and tossed with olive oil and balsamico. A cheese cake platter for the dessert completed the culinary affair. Wine sangrias, mocktails and wine were served with all the courses.

Speaking on the *Chef’s Table*, *Chef Arjyo*, Head Chef, Pizza Hut, India said, “*The Chef’s Table is a great opportunity for both Chef Luca and myself to get together and recreate the magic of Italian inspired cuisine for our special guests. At Pizza Hut, it has always been a conscious effort to give consumers that special experience, using the most fresh and flavorful ingredients, all simply cooked: be it our pastas, pizzas, drinks, appetizers or desserts. Signature recipes, like the Tuscani Singles and Tuscani Pastas, have been the outcome of my inspiration from the Tuscan cuisine, indicative of its fresh flavors and produce, textures and quality of ingredients. I urge you to visit Pizza hut and taste them!*”

*Chef Luca Ciano*, Executive Chef from Barilla, Italy said “*Working with the Pizza Hut team and Chef Arjyo has been a great experience. Their new menu, especially the range of Tuscani Singles & Tuscani Pastas is truly inspired by Italian cooking. Authentic Italian food is only possible when you use the best quality pastas, like Barilla, combined with the right blend of authentic Italian flavors. Chef Arjyo and his team have done a great job of creating some innovative*

*recipes that now feature in the all-new menu at Pizza Hut. Today's Masterclass was just an extension of Pizza Hut's endeavor to serve the best quality pastas to their customers.*

*Tuscani Singles* signature hand stretched thin crust pizzas is available at all Pizza Hut restaurants (dine-in only) starting at Rs. 195 only. The range offers unique gourmet toppings specially selected & designed by Chef Arjyo to give a variety of flavors and textures. The Tuscani Singles range consists of 8 pizzas with flavorful exotic ingredients like parmesan cheese, pesto sauce zucchini, fresh basil & more. To name a few, Verde & Gardiner for vegetarians and Florence Chicken & Pesto Pepperoni for non-vegetarians, promise to be a delectable culinary treat.

*Tuscani Pastas* is a range of premium sautéed pastas starting at just Rs.99 with options both in the fusion, e.g. Spicy Tomato - an Italian dish with an Indian Twist, as well as international categories, e.g., Creamy Spinach Fettucine & Arbiatta with Smoked Chicken & Black Olives - a truly Italian gastronomical experience. This range, again, inspired by the fine, fresh and flavorful ingredients of Tuscany in Italy, is available across the country at Pizza Hut restaurants.

#### **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 Barilla:**

Since 1877 Barilla is the Italian Family company that believes food is a joyful convivial experience & a form of sharing and caring.

Barilla offers quality products that are delightful and safe. Its commitment is to offer food products that contribute to a nutritionally balanced diet and are acknowledged to be of the best flavour and of the highest quality, manufactured with complete respect to the environment and mankind.

Barilla is today one of the top Italian food groups, a leader in the pasta business worldwide. By respecting its own traditional principles and values, Barilla has also become one of the world's most esteemed food companies and an ambassador of the Italian gastronomy, bringing the taste of Italy around the world.

In India, Barilla has been one of the very first pasta and pasta sauces brands imported since late 90's. Today Barilla has reached a wide distribution in major urban areas, featuring every day on Indian tables its delightful offer of Italian Pasta and Pasta Sauces.

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