



Relish delightful Sangria this summer at your favourite Pizza Hut

Pizza Hut introduces Sangria at select outlets in Bangalore



Bangalore, April 20, 2011: After the successful launch of Four Seasons wines, the leading affordable casual dining restaurant Pizza Hut is all set to add Sangria to its offerings in Bangalore. The flavorful and refreshing sangria is a blend of wine and fruit flavors. Pizza Hut fans can now pair their favorite Tuscani pizzas, pastas and appetizers with the new exquisite wine-based cocktails. Customers can delight in the White Wine Sangria with refreshing flavours of orange, passion fruit and mint or savour the Red Wine Sangria with the tropical flavour of watermelon and a hint of peach.

Pizza Hut offers its consumers a wide variety of dishes ranging from appetizers, soups & salads, beverages, desserts to pizzas & pastas. With the launch of Sangria, it will further diversify the wine-based cocktail range in beverages.

You can now have your favorite Glass of red / white wine sangria at Rs. 139 while a pitcher (serves 4) of red / white wine sangria is priced at Rs. 525



Talking about the launch of Sangria, Sandeep Kataria, Chief Marketing Officer, Yum! Restaurants India said, *“As an affordable casual dining restaurant, we would like give our customer a wide variety of offerings to choose from. After successfully launching wine at select outlets in Bangalore, we are now giving our fans another reason to visit their favorite destination for fun and celebration. With the launch of Sangria, we have diversified our beverage offering and when paired with a wide range of Pizzas and Pastas, Sangria is bound to give an unmatched experience to our customers.”*

Pizza Hut celebrates the spirit of cricket with the launch of Sangria with a special limited time promotion*. Customers buying a glass of wine or sangria (with a minimum bill of Rs. 500) get a chance to win tickets to support the Royal Challengers team at the stadium in Bangalore.

**Condition Apply:*

Offer valid at Pizza Hut: Sadashiv Nagar, Forum Mall, Cunningham Road and Jaya Nagar

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.

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