



Pizza Hut introduces Tuscani Singles

Now enjoy a new range of Italian-inspired thin crust pizzas with gourmet toppings at Pizza Hut!



New Delhi, December 15, 2010: Expanding its Italian-inspired menu offerings, world's leading affordable casual dining restaurant brand, **Pizza Hut** has now introduced **Tuscani Singles**. Tuscan cuisine from Florence, Central Italy is known for using flavorful and natural ingredients. Inspired by this fine cuisine, Pizza Hut's chef -presents a new range of specially crafted pizzas to tempt the consumer's palate. Each of these pizzas is made with Pizza Hut's signature hand stretched thin crust and unique gourmet toppings - specially selected and designed by the chef.



The Tuscani Singles range consists of 8 pizzas with flavourful exotic ingredients like parmesan cheese, pesto sauce zucchini, fresh basil & more. Verde & Gardiner for vegetarians and Florence Chicken, & Pesto Pepperoni to name a few from the new range promise to be a delectable culinary treat. The range of Tuscani Singles will be available at all Pizza Hut restaurants in dine-in only starting at Rs. 195 only.

Commenting on the launch of this new range, **Anup Jain, Director- Marketing, Yum! Restaurants India- Pizza Hut** said, *“As a brand, Pizza Hut has been undertaking various initiatives to enhance its casual dining positioning. The Italian-inspired new range of Tuscani Singles is another step in that direction. Consumers can now enjoy authentic hand stretched thin crust pizzas with a variety of gourmet toppings at Pizza Hut restaurants and that too at very affordable prices as compared to finer dining concepts which have a similar product offering. The unique toppings on the thin crust make the range differentiated and I’m confident that the consumers will truly enjoy an Italian dining experience at Pizza Hut!”*

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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