

HEAD TO YOUR FAVOURITE 'HUT SPOT' THIS SUMMER WITH PIZZA HUT

Pizza Hut has announced one of its biggest summer campaigns ever, inviting pizza lovers all over Australia to head to their favourite 'Hut Spot', whether it's the beach or backyard, and enjoy the all-new Pizza Hut Family Treat Box.

The national new-look "Take it to your Hut Spot" summer promotion comes hot on the heels of Pizza Hut announcing its transformation of more than 50 Eagle Boys stores to build their largest-ever network in Australia, with 320 locations.

A major TV, digital, outdoor, radio and social media marketing campaign will kick off on December 6 featuring ideal summer time settings to kick back and enjoy the return of Pizza Hut's popular Family Treat Box.

"Summer is all about fun with friends and family, and the Family Treat Box will hit definitely the spot, so to speak," said Pizza Hut Australia CEO Lisa Ransom.

"We want to make it easy for everyone, wherever they are, to share great pizza and great company."

The Family Treat Box includes two large pizzas, 10 Cheesy Breadsticks and Creamy Garlic Dip, plus a giant Hershey's Chocolate Chip Cookie for dessert. To add more fun, the box itself also converts into a Mini Flick Footy game for everyone to play. Check it out here.

"It's all about the customer and delivering a fantastic experience for them. Summer in Australia is the perfect time to launch a fresh and reinvigorated Pizza Hut," said Ransom.

Pizza Hut is now under Australian management for the first time, has acquired the first of more than 50 Eagle Boys stores that are transitioning to Pizza Hut, and will focus on building a stronger, customer-centric offerings and innovations.

The Family Treat Box will be available until January 30 or while stocks last. From \$27 pick up.

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