

# Case study



For almost five years, we have supplied Pizza Hut's restaurants and home delivery outlets. Both types of restaurant share the same contract. However, we supply different products to each.

Pizza Hut's 400 home delivery outlets are overseen by its parent company YUM! Brands. We support five to six promotional campaigns each year by producing point-of-sale, posters and promotional print. We work in conjunction with YUM! Brands' preferred design agency to produce, collate and deliver these campaign materials to outlets in accordance with YUM! Brands' promotional calendar.

Meanwhile, for Pizza Hut's 350 dine-in restaurants, we supply a host of day-to-day consumables including till rolls, toners for receipt printers, light bulbs and general stationery and sundries.



- YUM Brands Inc.



## Company overview

Pizza Hut is an American restaurant chain and international franchise which was founded in 1958. The company is known for its Italian-American cuisine menu, including pizza and pasta, as well as side dishes and desserts. Pizza Hut has over 18,000 restaurants worldwide making it the world's largest pizza chain in terms of locations. It is a subsidiary of Yum! Brands, Inc., one of the world's largest restaurant companies.

