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Papa John's Pizza Unveils Gluten-Free Crust Made with Ancient Grains

Gluten-Free Crust Pilot Program Launches in Los Angeles, Phoenix, St. Louis, Houston and Nashville

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International (NASDAQ: PZZA) continues to reinforce its commitment to BETTER INGREDIENTS. BETTER PIZZA. and providing consumers with quality menu options and "clean" ingredients by introducing another new pilot—Gluten-Free Crust made with Ancient Grains.

This Smart News Release features multimedia. View the full release here:

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Papa John's continues to reinforce its commitment to BETTER INGREDIENTS. BETTER PIZZA. and providing consumers with quality menu options and "clean" ingredients by introducing another new pilot—Gluten-Free Crust made with Ancient Grains. (Photo: Business Wire)

Papa John's goal was to create a crust with some added benefits that stood out from the competition including a heartier flavor. Ancient Grains add a more robust texture and flavor to the Gluten-Free crust. In addition to the taste, the Ancient Grains are naturally gluten-free and higher in protein and fiber than other grains.

From an operations standpoint, Papa John's employs procedures to prevent contact with gluten, and while the Ancient Grains gluten-free crust is prepared in a separate, gluten-free facility before being shipped to stores, it is possible that a pizza with gluten-free crust could be exposed to gluten during the in-store, pizza-making process. Therefore, the brand does not recommend its Gluten-Free Crust made with Ancient Grains for customers with Celiac Disease or serious gluten intolerances.

Papa John's Gluten-Free Crust is made with Ancient Grains, specifically sorghum, teff, amaranth and quinoa, and is currently being tested in Papa John's locations across Los Angeles, Phoenix, St. Louis, Houston and Nashville.

The new, never frozen Gluten-Free Crust made with Ancient Grains, showcases the brand's unwavering commitment to have the highest quality ingredients among national pizza brands. The Papa John's R&D team spent more than a year to develop the product with the goal of offering pizza fans a better tasting Gluten-Free pizza crust.

"This is something we've heard from our customers for some time, but we were never satisfied with the flavor profile of the gluten-free crusts options we tasted—that is until now," said Sean Muldoon, Chief Ingredient Officer at Papa John's. "At Papa John's, we listen to our customers, and not only do they want to know *where* their food comes from but they are also concerned about what goes into their food. Or in this case, what is *not* included in their food: gluten."

With the introduction of Papa John's Gluten-Free Crust made with Ancient Grains, and the [recent announcement of the organic ingredients pilot program](#), the pizza maker continues to find new and exciting ways to expand and deliver on its BETTER INGREDIENTS. BETTER PIZZA. promise.

Papa John's is the **first national pizza delivery chain** to announce the removal of the following ingredients across its entire food menu:

- | Preservatives BHA and BHT
- | Flavor enhancer MSG
- | Cellulose and partially hydrogenated oils
- | Artificial flavors and synthetic colors
- | High fructose corn syrup

In 2016, the brand announced the [elimination of artificial flavors and synthetic colors](#) across its entire food menu. Last summer, the pizza brand also fully transitioned the chicken used in grilled chicken pizza toppings and poppers to be fed on a vegetarian diet and [raised without human or animal antibiotics](#), and went completely cage-free with its eggs.

Pizza lovers in LA, Phoenix, St. Louis, Houston and Nashville can try a small, two-topping pizza on Gluten-Free Crust made with Ancient Grains for just \$9.99. For more information regarding Papa John's NEW Gluten-Free Crust made with Ancient Grains, please visit the [frequently asked questions](#) page on the Papa John's website.

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 15 of the past 17 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League, the Official Pizza of Major League Baseball and the Official Pizza Partner of the National Hot Rod Association (NHRA). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com. Also visit us on Facebook at www.facebook.com/PapaJohns, Twitter at <http://twitter.com/PapaJohns>, YouTube at www.youtube.com/user/papajohns, Instagram at instagram.com/papajohns, and Pinterest at www.pinterest.com/papajohnspizza. Looking to be a part of something Better? Join the Papa John's Pizza Family at www.papajohns.com/careers/ and www.papajohns.com/franchise

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