



May 22, 2017

## Papa John's Introduces New Addition to the Burger-Pizza Lineup: Bacon Cheddarburger Pizza

*Fans can score this limited-time pizza deal for only \$10 and a side of Bacon Cheddarsticks for only \$6*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International (NASDAQ: PZZA) is kicking off summer and grilling season by introducing a new addition to the burger-pizza lineup—the Bacon Cheddarburger Pizza—with Wisconsin Cheddar, zesty burger sauce and pickles. The large or Pan limited-time only pizza is only \$10, and those who want even more can enjoy Bacon Cheddarsticks for only \$6 more.

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

<http://www.businesswire.com/news/home/20170522005712/en/>



Papa John's large and Pan Bacon Cheddarburger Pizza - with Wisconsin Cheddar, zesty burger sauce and pickles. (Photo: Business Wire)  
channels.

"Our goal every day is to provide our customers with exciting choices and varieties that reflect our promise to always make a better pizza," said Robert Thompson, SVP of Marketing, Papa John's. "We are taking our burger-pizza lineup to the next level with the Bacon Cheddarburger Pizza and adding the fan-favorite Bacon Cheddarsticks as an extra bonus."

To help introduce the new burger-pizza, Indiana Pacers All-Star Paul George is distracted by the delicious smell of Papa John's Bacon Cheddarburger Pizza as he attempts to dunk in a game. He proceeds to float through the air and outside the stadium, following his nose all the way to the nearest Papa John's location in a [new national television campaign](#) that will also be shared across Papa John's social media

The Bacon Cheddarburger Pizza is layered with beef, hickory-smoked bacon, dill pickle slices, fresh cut Roma tomatoes, Wisconsin Cheddar and real cheese made from mozzarella all layered on our zesty burger sauce. The new, mouthwatering Papa John's Bacon Cheddarsticks are made with fresh dough covered with Special Garlic sauce, topped with hickory-smoked bacon, Wisconsin Cheddar and real cheese made from mozzarella, and then baked until it's bubbling with irresistible flavor and served with pizza sauce for dipping.

A large or Pan Bacon Cheddarburger Pizza is available for only \$10 each and can be paired with Bacon Cheddarsticks for only \$6 more. Both items will remain on the menu through June 25. Additionally, Papa John's will continue two medium 2-topping pizzas for \$6.99 each and large or pan 2-topping pizza for \$9.99 when ordered online.

### 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](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), Twitter at <http://twitter.com/PapaJohns>, YouTube at [www.youtube.com/user/papajohns](http://www.youtube.com/user/papajohns), Instagram at [instagram.com/papajohns](http://instagram.com/papajohns), and Pinterest at [www.pinterest.com/papajohnspizza](http://www.pinterest.com/papajohnspizza). Looking to be a part of something Better? Join the Papa John's Pizza Family at [www.papajohns.com/careers/](http://www.papajohns.com/careers/) and [www.papajohns.com/franchise](http://www.papajohns.com/franchise).

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