



July 12, 2017

## Papa John's: First National Pizza Brand to Launch Facebook Instant Ordering

*Pizza maker offers new, simple way to order your favorite pies with fully integrated ordering experience*

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Starting today, people with a love for better pizza won't have to pause between liking their friends' vacation photos on social media and ordering a Papa John's pizza.

[Papa John's national Facebook page](#) now features a prominent "Start Order" button—giving Papa John's fans [one more way to seamlessly order](#) their favorite pizzas, desserts and sides. When ordering through Facebook, customers will receive 25 percent off regular menu prices by entering promo code: FBIX.

Customers can access Papa John's Facebook Instant Experience through several entry points so they can order pizza without ever having to leave the Facebook app—via the brand's national Facebook page as well as the Timeline's "Order Food" option, indicated by a hamburger icon. Facebook may soon consider changing that symbol to a slice of pizza.

"The only thing that could make the video of your friend's new puppy better is a Papa John's pizza being delivered while you're watching it," said Brandon Rhoten, Global CMO of Papa John's. "We love that Facebook is giving their 2 billion active monthly users access to real-world experiences like food ordering, and are proud to be the first national pizza brand on board."

With this new integrated ordering feature, Papa John's continues to find new ways to provide the best digital experience to its customers.

"Our goal is to meet Papa John's customers wherever they are," said Mike Nettles, Chief Information and Digital Officer at Papa John's. "This is core to our strategy for simple, easy ordering for our guests."

To watch a quick video explaining this new Papa John's Facebook Instant Ordering capability, [click here](#).

The brand is no stranger to digital firsts. In addition to now being the first national pizza brand to allow guests to order pizza instantly through Facebook, Papa John's was the first national pizza company:

- | with digital ordering at all of its U.S. delivery restaurants in 2001;
- | to offer system wide mobile ordering with SMS text in 2007;
- | to launch a nationwide digital rewards program in 2010, Papa Rewards;
- | to offer gift cards that can be used on mobile devices;
- | to surpass 60% of total U.S. sales via digital channels; and
- | to launch a custom Apple TV ordering app (*first national restaurant brand, not only pizza*).

### 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 16 of the past 18 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 [www.instagram.com/papajohns](http://www.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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