

## **Media Release**

**17 January 2018**

### **PIZZA GOES BETTER WITH COKE** **Coca-Cola Amatil signs five-year beverage supply agreement** **with Pizza Hut**

In a major new business win, Coca-Cola Amatil today announced it had signed a five-year agreement to be sole supplier for a range of beverages including carbonated soft drinks, still and sparkling water, flavoured milk and juice in Australia's 285 Pizza Hut restaurants.

Managing Director of Australian Beverages, Mr Peter West, said the agreement reflected the strength and popularity of Coca-Cola Amatil's beverage range which includes Coca-Cola, Sprite, Mount Franklin and Barista Bros.

"This is the beginning of a strong new relationship with one of Australia's largest pizza restaurant and home delivery chains - 285 restaurants filling more than three quarters of a million pizza orders each month," Mr West said.

"It means more Australians can enjoy a great beverage alongside a great pizza."

Commenting on the agreement, CEO of Pizza Hut Australia, Mr Phil Reed, said, "Coca-Cola Amatil's range of products has proven to be popular with our customers."

"We are very excited to be working with such a strong business partner, and one which shares our commitment to the customer experience."

The five-year agreement with Pizza Hut is effective from this month. Coca-Cola Amatil beverages will roll out in Pizza Hut restaurants over coming weeks, alongside new cold drink equipment.

The agreement follows business wins for Coca-Cola Amatil with Hungry Jack's, Red Rooster, Oporto and Hilton Hotels. Mr West said the string of business wins were solid building blocks for Amatil's Australian Beverages' growth.

*\*Amended 25 January 2019*

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### **About Coca-Cola Amatil:**

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol and alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company's beverage brands in Australia, New Zealand, Fiji, Indonesia, Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 13,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to more than 270 million potential consumers through more than 950,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders. [www.ccamatil.com](http://www.ccamatil.com)

### **About Pizza Hut:**

Sixty years ago, two Wichita State University students, brothers Dan and Frank Carney, took it upon themselves to open a restaurant serving the (at the time) little known food, pizza. With only \$600 to invest, the brothers named their restaurant "Pizza Hut" due to the modest premises they were occupying and opened their doors to a sceptical (but hungry) citizenry.

And the rest is history!

Just 10 years later, Pizza Hut had expanded to 310 restaurants and with an eye on expansion, this number ballooned to over 1000 by 1972. By 1976, Pizza Hut boasted over 2000 stores including 100 international stores in England, Japan and Australia, whose first store appeared in the Sydney suburb of Belfield in 1970.

Pizza Hut International is the biggest pizza chain in the world with over 16,000 restaurants worldwide and a presence in over 130 countries.

Pizza Hut Australia operates 285 restaurants, with a presence in every state and territory in Australia, and employs over 9,000 employees. It recently launched co-brand WingStreet.

Pizza Hut and Wingstreet are owned by parent company Yum! Brands, Inc (Yum) which is a Fortune 500 corporation in the quick service restaurant industry which develops, operates, franchises and licenses a number of brands. Yum has an enterprise value of US\$37.1 billion. Revenue of Yum in 2017 was US\$5.88 billion, and US\$6.4 billion in 2016. Yum operates over 44,000 restaurants across 125 countries and employs over 1.5 million employees worldwide.