

Pizza Hut Indonesia celebrates 40th anniversary

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Pizza Hut Indonesia, a pioneer of pizza companies in Indonesia, is celebrating its 40th anniversary with special menus and promos to mark this significant milestone. Since its establishment in 1984 at Djakarta Theatre, Pizza Hut Indonesia has expanded to over 600 restaurants across 36 provinces. This growth reflects Pizza Hut Indonesia's commitment to providing a delightful and memorable dining experience for its customers.

Throughout its journey, Pizza Hut Indonesia has consistently offered innovative dishes tailored to the preferences of Indonesian consumers. In honour of its 40th anniversary, Pizza Hut Indonesia has unveiled Cheese Overflow, a new culinary creation that promises a unique dining experience.

"Pizza Hut Indonesia continues to listen to customers' wishes, and cheese is one of the favourites among the Indonesian people. In celebration of our 40th anniversary, we are excited to present Cheese Overflow. This popular pizza and pasta dish features abundant cheese that spills over and is enhanced with a touch of a fire torch. This delightful cheese sensation can be enjoyed at all Pizza Hut Restaurant, Pizza Hut Delivery (PHD), and Pizza Hut Ristorante outlets," stated Boy Lukito, Chief Executive Officer (CEO) of PT Sarimelati Kencana Tbk (PZZA).