

Press Release

**PIZZA HUT ROLLS OUT “WINGSTREET” – A BRAND-NEW CRISPY FRIED CHICKEN
TO ATTRACT YOUNG GEN AND FOMO CUSTOMERS**



Bangkok, 6 October 2022 – Pizza Hut 1150, a leading global pizza brand under the management of PH Capital Company Limited, is rolling out “WingStreet” a brand-new crispy fried chicken with five unique delicious sauces; supercool x 2 to attract teenagers, millennials, and FOMOs. Pizza Hut also aims to seize a greater share of the fried chicken market. The menu is ready to be served at every branch and all channel of Pizza Hut at the starting price of only THB 159.

The “WingStreet” upholds uniqueness with a large piece of crispy fried chicken glazed with 5 sauce flavors from 5 streets including a variety of classical and trendy flavors. Customers in Thailand will touch a wonderful experience.

1. **Rome Cheesy Garlic** – Delicious with cheese and original garlic scent
2. **Tokyo Sweet & Sour** – Sweet, sour, and mellow
3. **Seoul Go Chu Jang** – Mellow and juicy with Seoul Korean sauce
4. **Buffalo Hot Chili** – Super hot in a Buffalo, New York style
5. **Nashville Metal Spicy** – Hot and super spicy

Ms. Ausana Mahagitsiri, CEO of PH Capital Co. Ltd., said “Pizza Hut always pay attention to customers’ tastes and ensure crispy fried chicken can compete with other brands. Thus, the “WingStreet” crispy fried chicken recipe with 5 flavors from 5 streets will become widely popular among fried chicken lovers in Thailand. Pizza Hut is mainly promoting this fried chicken menu through social media channels to penetrate the ‘Young & Younger’ group with the hit phrase ‘**WingStreet fried chicken; Supercool**’. Pizza Hut expects this menu to be one of the most favourite fried chicken brands in the future.”

The “WingStreet” crispy fried chicken with 5 sauce flavors is available for customers from today onwards at the starting price of THB 159 for 6 pieces of fried chicken and 1 sauce flavor, or THB 279 for 12 pieces of fried chicken with 2 sauce flavors. Order at every branch of Pizza Hut, through food delivery service by calling 1150, or visiting the website www.pizzahut.co.th, and Pizza Hut Application.

###

About PH Capital

PH Capital is a joint-venture firm established by Thoresen Thai Agencies Public Company Limited and PM Capital, a company runs by the Mahagitsiri family that has extensive expertise and experience in management of food and beverages businesses, maintains more than four decades of partnership with Nestlé, a global brand, manages global food brands, including (without limitation) the French brands Macaron, Pierre Herméand Maison de la Traffe, and Krispy Kreme Doughnut stores.

PH Capital Co., Ltd., entered into the Asset Sale and Purchase Agreement (“APA”) to acquire the Pizza Hut business in Thailand from Yum Restaurants International (Thailand) Co., Ltd. (“YUM”). The company has commenced the operation of Pizza Hut in Thailand from June 1, 2017 onwards.

For more information please contact:

Natasa Urcharoenngan Email: natasa_u@thoresen.com Tel. +662 254 8437 ext. 332 or 083 492 2442

Thanit Tirapanith Email: thanit.t@thoresen.com Tel. +66 2254 8437 ext. 393 or 093 559 6169