

Press Release

Pizza Hut Reanimates 'Melts Fever' Menu to Enchant Young Gen Teenagers with Three Irresistibly Delicious New Recipes!



Bangkok, November 16, 2023 – Pizza Hut 1150, a global brand operated by PH Capital, has released the delectable "Melts Fever" menu series, featuring irresistibly delicious options with gooey cheese, crispy dough, and generous fillings. A must-try experience! The three enticing additions include *Melts Beef Burger*, *Melts Seafood Delight*, and *Melts Banoffee*, sure to captivate the taste buds of Young Gen patrons. Starting from November 9, 2023, to January 31, 2024, indulge in these mouthwatering delights, with prices beginning at just 169 baht.

Building on the success of the Melts menu, which has seen the sale of over 1 million pieces and gained popularity among Young Gen teenagers, Pizza Hut is elevating the experience with the reimagined "Melts Fever." This revamped menu boasts three new incredibly delicious flavors that are a definite must-try! Additionally, customers can enjoy the enticing combo set promotion that comes with the "Melts Fever" offerings.



Melts Beef Burger

The Melts Beef Burger presents a tantalizing combination of super juicy premium beef, delivering a rich and robust flavor. Complemented by fresh vegetables, including tomatoes, onions, and pickled cucumbers, this delectable creation is elevated with melted cheese and encased in thin, crispy dough. To add a perfect finishing touch, it's served with a sweet and sour sauce, all for the enticing price of 199 baht.

Melts Seafood Delight

Indulge in the Melts Seafood Delight, where seafood enthusiasts can relish a generously stuffed filling featuring shrimp, squid, and crab sticks, all upon request. This is accompanied by Thousand Island sauce and topped with oozing cheese, creating a heavenly experience for seafood lovers for a delightful price of 199 baht.

Melts Banoffee

Introducing the first dessert variant in the Melts series! Indulge in the Nutella Banana featuring hot, thin, crispy dough filled with a luscious blend of Nutella chocolate and bananas. Priced at just 169 baht, it's a sweet sensation that's sure to please the palate of dessert lovers.

Enjoy a special promotion on the *Melts Beef Burger* or *Melts Seafood Delight* combo set for just an additional 30 baht. Receive 2 free chicken thighs and 2 chicken wings for a combo set priced at 249 baht (reduced from 392 baht). Alternatively, choose a combo set at 349 baht (reduced from 546 baht), and you'll be treated to an extra plate of spaghetti and a refreshing 16-ounce glass of Pepsi.

Melts Fever ready for order at every Pizza Hut store or call 1150, website www.pizzahut.co.th and Pizza Hut Application, the only app that pizza lovers must have. Easy to order, fast delivery, hot everywhere. Download it today on Google Play and APP Store from today onwards.

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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. 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.



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