



**FOR IMMEDIATE RELEASE**

**Media Contact:**

Kristin Nelson | [knelson@gsandf.com](mailto:knelson@gsandf.com)

Juliana Wilson | [jwilson@gsandf.com](mailto:jwilson@gsandf.com)

615.385.1100

## **Hunt Brothers® Pizza Introduces ‘The Big Meaty’ Pizza**

*Leading C-Store Brand Kicks Off Fall With New LTO*

**NASHVILLE, Tenn. (October 09, 2017)** — Hunt Brothers® Pizza is welcoming fall with the introduction of The Big Meaty Pizza, loaded wall to wall with premium meats. Starting this week, consumers can purchase the specialty pizza for a limited time at participating Hunt Brothers Pizza locations in convenience stores across the country, while supplies last.

This limited time only pizza starts with Hunt Brothers Pizza’s original crust and is topped with their signature sauce and 100% part skim mozzarella cheese. Next, The Big Meaty is layered with premium giant pepperoni, naturally smoke-cured salami, slices of spicy ham and finished off with Italian sausage, offering a mouthful of artisan meat flavors in every bite.

“Cured meats are currently a huge food trend right now with chefs and pizza lovers alike because you can pack a lot of flavor into these meats,” said Chef Brian Osborn, Hunt Brothers Pizza. “The Big Meaty Pizza allows us to bring restaurant-quality, artisan-inspired flavors to the convenience store industry. We’re excited to bring the premium meat trend to our pizza fans with this new LTO,” said Osborn.

The Big Meaty Pizza offers fans a protein-packed specialty flavor that is sure to bring excitement to existing fans while also enticing new customers to give Hunt Brothers Pizza a try. As the newest specialty pizza flavor, The Big Meaty is expected to be a great addition to the company’s lineup of limited time offers.

“Our limited time offers are developed to provide our convenience store partners something exciting to talk about to capture new customers and delight existing customers with this new flavor at an exceptional value,” said Dee Cleveland, Director of Marketing for Hunt Brothers Pizza. “Because it pairs so well with our traditional pizza flavors, we anticipate many stores seeing customers pair The Big Meaty with a second, more classic pizza flavor as well.”

The Big Meaty Pizza will be available at participating Hunt Brothers Pizza store partner locations while supplies last. It will be available as a large 12” whole pizza or single-serve Hunk A Pizza® (1/4 of a 12” pizza).

### ***About Hunt Brothers Pizza:***

*With more than 7,500 locations in 28 states, Hunt Brothers Pizza is the nation’s largest brand of made-to-order pizza in the convenience store industry. Hunt Brothers Pizza offers original and thin crust pizzas available as a grab-and-go Hunk perfect for today’s on-the-go lifestyle, or as a customizable whole pizza that is an exceptional value with All Toppings No Extra Charge®. Headquartered in Nashville, Tennessee, Hunt Brothers Pizza is family owned and operated with more than 25 years of experience serving great pizza to convenience store shoppers through its*

*store partners. For additional information visit [www.huntbrotherspizza.com](http://www.huntbrotherspizza.com) or to find a Hunt Brothers Pizza location nearest you, please download the Hunt Brothers Pizza app in the Apple or Google stores.*