

Pizza Hut Launches Online Ordering Application on Facebook Platform

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Unique program gives Facebook users exclusive access

Pizza Hut is unveiling a new application for Facebook(R) Platform, making Pizza Hut one of the first companies and the only national pizza chain to offer the ability to order delivery food without ever leaving the popular website. This year Pizza Hut has introduced several ways to order its great tasting pizza through the use of the latest technology, adding to a proud history of innovation. Whether it's ordering via mobile web, text message, or straight from your computer's desktop, Pizza Hut gives customers more access options than any national pizza chain.

"We are moving fast to put our online customers in charge -- any way they want to order from us, we'll be there for them," said Bob Kraut, VP, Marketing Communications. "Facebook is the next logical step for Pizza Hut. As Facebook's popularity grows among younger socially connected consumers we have the opportunity to provide a pizza experience they will love -- our convenient ordering combined with Facebook's relevance."

The new application, named "Pizza Hut Interface," integrates with Facebook's main commerce system to make ordering pizza, Tuscani Pastas, WingStreet(R) chicken wings, HERSHEY'S(R) Chocolate Dunkers(TM) dessert, and more a snap. The application allows registered pizzahut.com users to browse the full Pizza Hut menu without leaving Facebook, and remembers your favorites for quick re-orders.

In conjunction with the debut of Pizza Hut Interface, Pizza Hut will unveil a redesigned page on Facebook, where Facebook users can download the application and add Pizza Hut to their collection of favorites. This allows Pizza Hut fans to stay abreast of the latest news, promotions and deals from Pizza Hut, while posting their favorite Pizza Hut-related stories, photos and videos.

To celebrate the launch of Pizza Hut Interface, Pizza Hut will be giving away \$50 Pizza Hut gift cards to some new friends. Any Facebook user that becomes a Pizza Hut "fan" will be entered for a chance to win a \$50 Pizza Hut gift card. One lucky fan each week will receive a gift card through December 31, 2008.

Facebook's mission is to give people the power to share and make the world more open and connected. Facebook users communicate and share information through the social graph, the network of connections and relationships between people. With more than 90 million active users, Facebook is the fourth-most trafficked website in the United States.

In May 2007, Facebook launched Facebook Platform, a development platform that enables companies and engineers to integrate with Facebook and gain access to millions of users. Millions of Facebook users return to the site each day, providing unparalleled distribution potential for applications and the opportunity to build a business that is highly relevant to people's lives.

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