

To meet the difficult economic situation, Pizza Hut launched the Hut Júnior programme in its restaurants in September and October, offering a meal to children accompanying their parents. It also introduced the Christmas Pizza in December, with a 50% discount on the choice of three specialty types, and in the summer the Family Menu in home delivery service.

Pizza Hut pays constant attention to the youth target market and was present with its mobile unit at the Burning of the Ribbons in Porto and at the Optimus Alive, Marés Vivas and Paredes de Coura summer festivals, as well as at the Sapo Cods Bits event.

The online platform of the home delivery segment was reinforced in 2011, accounting for 16% of orders. The Cheesy Lava and P'Zone specialties were also launched.

In the counter segment, the value proposal was repositioned with the launch of a new sales point image in April and the simultaneous opening of units at Fórum Sintra and Aqua Portimão.

Regarding internal processes, note the ISO 22000 standard certification of the Foz, Norteshopping, Matosinhos, Antas DV and Colombo units, where we demonstrated the brand's care and attention with a view to guaranteeing food safety for its customers.

According to the 2011 Restaurant Market Study, Pizza Hut attained 98% brand awareness among the Portuguese population and is Portugal's leader in the ranking of Portuguese pages in Facebook's restaurant section.