



## **Pizza Hut Watches Beer Delivery Pilot In Effort To Become A'One-Stop Shop'**

The local deli; high-end, fast-casual dining establishments; and Drizly aren't the only game around for wine and beer delivery anymore. The iconic Pizza Hut chain started offering beer delivery using its pies last December. Since that time, the launch the program has continued to develop in terms of sales and the number of appreciative customers. Its parent company Yum Brands also owns Kentucky Fried Chicken and Taco Bell.

Cold beers are on offer in 73 cities, based on Doug Terfehr, the senior director of public relations, sponsorships and social impact at the Plano, Texas-based Pizza Hut. While the chain's restaurants have now been selling beer on-premise since the start, he notes that, "today's consumer wants convenience and to be able to offer beer included in our delivery experience makes us a one-stop shop."

Beer has always been a large part of this picture. "Pizza and beer go submit hand," he affirms.

While he wouldn't share specifics about just how many beers have been ordered or the percentage of customers who elect to pair a beer with a pie, he adds that, "the original pilot proved very enticing to consumers and after they know we've it, they prove ahead back more often." He adds that sales opportunities for the pilot continue to develop week by week.

The service started with just one test-store in Phoenix and currently the beer-delivery program is "now in over 100 restaurants in California and Arizona. Significantly more than 60% of the clients are new." The chain, he confirms, has by far the greatest national, beer-delivery with pizza pilot program going on.

### **The Details**

Pizza Hut's proceed to an all-inclusive food and beverage delivery system mirrors what is being done elsewhere in the business. Whole Foods has been rolling out wine delivery, through Amazon Prime, in a lot more markets, including the incredibly-over-legislated state of Texas. If you have any queries pertaining to where by and how to use [pizza hut address](#), you can get hold of us at our own site. Target in addition has started to supply one-day wine, beer and spirits delivery service through Shipt. Wal-Mart also recently launched its private-label wines. So wine and beer sales and delivery have officially entered a brand new frontier.

Terfehr shares that Pizza Hut was the initial national company to provide free beer delivery.

What is more, he shares that, "Pizza Hut holds an original position in the pizza delivery category considering the fact that over 1,700 of our locations already hold a liquor license. This permits us to eliminate added fees that would be charged with a third-party vendor providing the alcohol."

The organization also includes a network of almost 50,000 delivery drivers so, "we have a system in place to higher serve those people who are looking for more convenience in terms of food and beverage delivery."

At this time the chain will continue to primarily give attention to beer, as "our initial test did include wine and at this time, we're moving forward faster with beer as it's more accessible and something we've in a larger number of our restaurants already," says Terfehr. It is just a time-honored, classic combination.