Residents of Oxford revealed as the nation's biggest pizza lovers

Thursday 30 April, 2015

The Pizza Capital Of The UK Revealed

The argument has finally been settled – residents of Oxford have been revealed as the nation's biggest pizza lovers, according to a new study.

The surprising research from Papa John's into pizza eating habits has found that a staggering 49% of city natives* sampled eat at least one take-away pizza a week – with almost one third of people spending over £21 on every order, more than any other city in the UK.

Unexpectedly, the results also uncovered that Oxford locals enjoy ordering pizza on a Monday more than any other day of the week. So Papa John's has decided to reward all pizza lovers in Oxford over the coming May Bank Holiday weekend by extending its Papa's 'Quality Guarantee' promise and declaring a 'Campaign for Better Pizza'.

Papa John's became the first pizza chain in the UK to offer a no-quibble 'Quality Guarantee', driven personally by the company's founder and CEO, Papa John, and his obsession with fresh quality ingredients in all of his pizzas. Through the 'Quality Guarantee', in the unlikely event that a customer is not totally satisfied with their Papa John's pizza, they can request a replacement completely free of charge.

As part of the pizza chain's exciting commitment to the pizza-loving people of Oxford, for one weekend only, from Saturday 2nd May – Monday 4th May, they are extending the Papa's 'Quality Guarantee' and pledge that if a customer is not 100% happy with the quality of their pizza from another national pizza delivery chain, Papa John's will replace it like-for-like, free of charge and no questions asked.

Commenting on the survey findings, senior marketing director, Andrew Gallagher, said: "The people of Oxford really love pizza. They eat more and spend more on take-away pizzas than anyone else in the UK. But they also demand quality – more than half of the people we asked said that quality food is the most important consideration when ordering a take-away pizza.

"Our Quality Guarantee underlines our confidence in our own pizzas, and it makes sense for us to offer to replace other pizzas if the quality doesn't measure up to the exacting standards of Oxford's pizza fans. We believe that the greatest pizza-lovers deserve to enjoy the best pizzas, guaranteed." he added.

To claim the offer, Oxford residents must visit**www.campaignforbetterpizza.co.uk**. An online proof of purchase receipt must be submitted with the claim to qualify for a free replacement pizza**.

Papa John's was founded in the USA in 1984 and there are now almost 300 stores across the UK, each fulfilling John's 'Better Ingredients. Better Pizza' philosophy. Papa John's has more than 4,600 stores in 36 countries.

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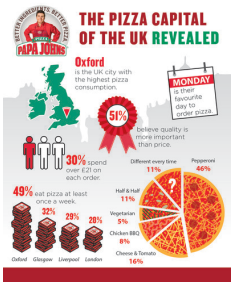
For further information, please contact Josh Roberts at josh.roberts@grayling.com, **tel: 0121 265 2773**

Notes for Editors:

*Survey sample of 1,005 respondents. Research completed by Atomik Research on 17/04/2015.

**T&C's apply: • Valid for specified Oxford postcodes only until 04.05.15 at campaignforbetterpizza.com • The Papa John's 'Campaign for Better Pizza' Oxford Pizza Swap excludes any issues with a pizza related to the temperature of the product and/or the delivery time. The offer does not apply to sides, drinks or desserts. • To claim the Pizza Swap: Claims must be completed online at campaignforbetterpizza.com. Claimants must register, enter valid email and upload an image of their Domino's or Pizza Hut delivery pizza (accompanied with email order confirmation) and select replacement Papa John's pizza. • The replacement pizza with the most similar ingredients must be selected form the dropdown menu only at campaignforbetterpizza.com and deemed an appropriate swap

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by the store manager. Create Your Own is not included. • No more than 2 slices of the pizza may have been eaten and the rest must be unaffected. Your pizza must be exchanged for the new one and you must show proof of purchase. • Provided you have complied with these terms and conditions, we will then replace the unsatisfactory pizza for a pizza from our menu, free of charge and for delivery orders, we will deliver the replacement pizza to the same address as used for the original order on the same day. • Replacement pizzas may only be claimed on the day on which the original pizza was delivered and subject to Oxford – Rosehill store opening hours. • There is no cash alternative. Subject to availability and non-transferable. • Your statutory rights remain unaffected. • Applies to purchases within the Oxford – Rosehill store delivery area only. • Valid for Dominos or Pizza Hut delivery pizzas only. • We reserve the right to refuse any claim under the Papa John's 'Campaign for Better Pizza' Oxford Pizza Swap, if these terms and conditions are not met. • This promotion may be amended or withdrawn at any time.

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