

## THE STORY OF SUCCESS «PIZZA HUT» (ІСТОРИЯ УСПІХУ «ПІЦЦА ХАТ»)

**Попова В.С., гр. ГРС-49**

Науковий керівник – ст. викл. **Ков'ях І.І.**  
Харківський державний університет харчування та торгівлі

*Pizza Hut (Піцца Хат) – мережа ресторанів що складається більш ніж з 34 тис. точок в 100 країнах світу. Pizza Hut входить в корпорацію Yum! Brands. Піцца Хат ділиться на два типи ресторанів: Піцца Хат для сімейного обіду та фастфуду Піцца Хат Експрес. Сімейні піцерії відрізняються від фастфудів більш різноманітним меню, великою кількістю місць та великим кількістю обслуговуючого персоналу.*

Pizza Hut is an American restaurant chain and international franchise that offers different styles of pizza along with side dishes including salad, pasta, buffalo wings, breadsticks, and garlic bread.

Pizza Hut was founded in 1958 by brothers Dan and Frank Carney in their hometown of Wichita, Kansas. In 1959, Pizza Hut was incorporated in Kansas, and Dick Hassur opened the first franchise unit in Topeka.

Corporately known as Pizza Hut, Inc., it is a subsidiary of Yum! Brands, Inc., the world's largest restaurant company.

As of 2012, there were more than 6,000 Pizza Hut restaurants in the United States, and more than 5,139 store locations in 94 other countries and territories around the world.

Pizza Hut is split into several different restaurant formats; the original family-style dine-in locations; store front delivery and carry-out locations; and hybrid locations that offer carry-out, delivery, and dine-in options. Many full-size Pizza Hut locations offer *lunch buffet*, with "all-you-can-eat" pizza, salad, bread sticks, and a special pasta. Additionally, Pizza Hut also has a number of other business concepts that are different from the store type; Pizza Hut "Bistro" locations are "Red Roofs" which offer an expanded menu and slightly more upscale options.

"Pizza Hut Express" and "The Hut" locations are fast food restaurants. They offer a limited menu with many products not found at traditional Pizza Huts. These type of stores are often paired in a colocated location with a sibling brand such as WingStreet, KFC or Taco Bell, and are also found on college campuses, food courts, theme parks, and in stores such as Target and Walmart. Pizza Hut developed a pizza for use as space food, which was delivered to the International Space Station in 2001.