

## **Consumer Trends: Pizza Hut Turns to Teenage Mutant Ninja Turtles for Special Delivery**

Pizza Hut

PLANO, Texas (PRNewswire) — In partnership with Paramount Pictures and the summer blockbuster Teenage Mutant Ninja Turtles, hitting theaters August 8th, Pizza Hut, the world's largest pizza company, will ascend on [Comic-Con International: San Diego](#) [1] (July 24-27) to unveil an enormous live-action Pizza Throwing Machine for comic enthusiasts and diehard Ninja Turtle fans worldwide. It's not the Eighth Wonder of the World, but it's close.

Standing at more than 12 feet tall, 9 feet wide and extending 16 feet long, the [Pizza Throwing Machine](#) [2] boasts a 180-degree rotating tower with a turret-mounted seat to trigger the pizzas.

At Comic-Con, attendees will have the opportunity to climb aboard the highly technical vehicle from the Teenage Mutant Ninja Turtles and Pizza Hut to take charge of the trigger for practice against targets or to take down Shredder. The machine will fire faux Pizza Hut Cheesy Bites pizzas at the targets and enemies of the Ninja Turtles. Visitors will also be able to enjoy a sampling of the all-time Pizza Hut favorite, Cheesy Bites Pizza, while onsite or waiting their turn to operate the Pizza Throwing Machine at the convention.

"Building the Pizza Throwing Machine as part of our partnership with the Teenage Mutant Ninja Turtles film is one of the coolest things we've seen in a while," said Jared Drinkwater, Senior Director of Marketing, Pizza Hut. "There's no better place to bring technology of this scale to life than at Comic-Con. We know that convention goers are going to love taking down Shredder, sampling Cheesy Bites Pizza and will have a lot of fun with both of our brands throughout the convention."

The [Pizza Throwing Machine](#) [2] was developed by Syyn Labs, a Los Angeles-based organization that fuses the worlds of technology and interactive sciences with artistic mediums to design and construct visually dynamic spectacles that inspire thought and provoke conversation. For the Pizza Throwing Machine, the construction began on the chassis of a two-decade old pick-up truck. Using a mix of molded box steel tube and fiber glass reinforced plywood for the tank-like structure along with an array of gizmos and gadgets, the developers engineered not only a visually stunning vehicle, but also a functional pizza throwing unit.

Pizza Throwing Machine Vehicle Specs & Features:

- Dimensions: 12 feet tall; 9 feet wide; 16 feet long
- Weight: Nearly 2 tons
- Chassis: A pick-up truck platform from two decades ago

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- Structure Materials: Mix of molded box steel tube and fiberglass reinforced plywood
- Suspension: Modified airbags for 8 inches of vertical travel
- Vehicle Speed: 5-10 mph while shooting; capable of 75 mph
- Thrower Speed: 20 feet per second
- Thrower Distance: 30 feet
- Paint/Finish: Two-tone military green with a pizza-resistant finish
- Cost: Priceless – it's a life-size Pizza Thrower after all!

In addition to the Pizza Thrower engagement at Comic-Con, the Pizza Hut and Teenage Mutant Ninja Turtle partnership delivers a high tech offering to engage customers including box toppers with augmented reality experience and a Ninja Turtle inspired hidden menu.

A large 1-topping Cheesy Bites Pizza is available for \$11.99 as a component of the Teenage Mutant Ninja Turtles partnership. To order Cheesy Bites Pizza visit [PizzaHut.com](http://PizzaHut.com) [3] or any of our more than 6,300 locations nationwide. Pizza Hut also has the largest suite of ordering channels of any national pizza chain, including apps for iPhone, Windows, Android and Xbox 360 as well as iPad and a mobile site.

More information about the brand can be found on the company's [Facebook](#) [4] and [Twitter](#) [5] pages.

### About Pizza Hut

*Pizza Hut, a subsidiary of Yum! Brands, Inc. (NYSE: YUM), delivers more pizza, pasta and wings than any other restaurant in the world. In 2014, Pizza Hut was named the Harris Poll Equitrend® Pizza Brand of the Year and was the recipient of the Innovation and Leadership in Advertising Award from the American Advertising Federation, 10th District. The only pizza company to be named a top ten franchise in 2013 by Entrepreneur Magazine, Pizza Hut began 56 years ago in Wichita, Kansas, and today operates more than 14,000 restaurants in more than 100 countries. Pizza Hut also is the proprietor of the BOOK IT!® Program, which is a long-standing children's literacy program used in more than 620,000 classrooms nationwide. To order online from Pizza Hut, visit [PizzaHut.com](http://PizzaHut.com) [6].*

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### Links:

[1] <http://www.comic-con.org/>

[2] <http://www.youtube.com/watch?v=zCN1Jj-o65o&feature=youtu.be>

[3] <http://pizzahut.com/>

[4] <http://www.facebook.com/pizzahut>

[5] <https://twitter.com/pizzahut>

[6] <http://www.pizzahut.com/>

