

BOSTON PIZZA INTERNATIONAL INC.

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Cooking with a click: Boston Pizza introduces 'Joy of Finger Cooking' to support revamped website

A cookbook for people who don't like to cook is a few clicks away at new BostonPizza.com

MISSISSAUGA, ON, Jan. 17, 2012 /CNW/ - Boston Pizza International announced today the re-launch of its [website](http://BostonPizza.com), which features enhanced online ordering tools aimed at making take-out and delivery service as easy as possible. To support the new BostonPizza.com, Boston Pizza is also launching a new take on the standard take-out and delivery menu: "The Joy of Finger Cooking" is the ultimate cookbook for those who like to avoid the kitchen.

From pizza and pasta to salads and starters, all of Boston Pizza's menu can now be ordered online in fewer clicks than ever before. The new contemporary design features a cleaner menu layout, intuitive navigation and customized location settings - the site automatically finds the store closest to you based on your computer's IP address. It also has live integration with the Boston Pizza Facebook page, including status updates and through Facebook Connect. In addition, guests can now place orders for future dates on BostonPizza.com, purchase and register gift cards, and earn loyalty rewards based on frequency of orders.

"Last year we introduced our guests to finger cooking and saw tremendous growth in our take-out and delivery business," says Alex Green, Vice President of Marketing at Boston Pizza International Inc. "The upgrades to our website and online-ordering system are designed to make it easier than ever to finger cook, helping our guests spend more time doing the things they love."

To help drive website traffic and to raise awareness of Boston Pizza's take-out and delivery menu, "The Joy of Finger Cooking" campaign will consist of a unique direct mail piece, four television spots, online banners and strategic public relations.

More than 1.8 million copies of "The Joy of Finger Cooking" will arrive on the doorsteps of Canadian homes from coast to coast starting on January 23. The direct mail piece is like no other take-out menu drop: it has the look and feel of a real cookbook, but replaces recipes with Boston Pizza's delicious menu options.

Boston Pizza will air four TV spots featuring a variety of men using "finger cooking" to simplify meal time in their homes. "Finger cooking" is a culinary technique that essentially encourages Canadians to put food on the table without setting foot in the kitchen. TAXI Canada Ltd. created and produced the spots, with PHD executing the media strategy.

"The campaign lets Canadians know in a fun way that we're there for them when they just don't want to fire up the stove," says Green. "It's all about the convenience of ordering on-the-go and giving our guest a great take-out and delivery experience."

For those that don't get the new menu dropped off at their door, "The Joy of Finger Cooking" will also be available at all of Boston Pizza's 340 locations.

About Boston Pizza

Boston Pizza International Inc. is Canada's No. 1 casual dining brand with more than 340 restaurants in Canada. Annually, Boston Pizza serves more than 40 million guests. The company has been recognized as one of Canada's 50 Best Managed Companies and was named one of Canada's 10 Most Admired Corporate Cultures by Waterstone Human Capital for 2007 and 2008. Boston Pizza International Inc. is

located in Richmond, B.C., and has regional offices in Mississauga, Ont., and Laval, Que. For more information, visit www.bostonpizza.com.