# 3 Listyle



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Thank you VLCC

Ms. Farzana Ahmed
Lecturer, BNMPC College, Dhanmondi

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#### CHECK IT OUT

## US pizza chain Sbarro in Dhaka

BARRO, one of the most popular pizza chains in America, is now here in the city for the first time. The first ever exclusive outlet of Sbarro was opened in city's 155/A Gulshan Avenue on 7 February, 2015 -- with the promise of offering the real taste of America's favourite pizza among the people of Bangladesh.

KB Foods Limited, a sister concern of Khan Bahadur Group, is the franchisee. Sbarro was founded by Gennaro and Carmela Sbarro at Brooklyn, New York in 1956. It has now spread to over 1000 locations worldwide.

## In respect and reverence

O commemorate International Mother Language Day, Kay Kraft, like every year, has adorned their out their special wardrobe

Kay Kraft is always keen in observing the International Mother Language Day. This year too, it has brought out their beautiful Ekushey line.

The attires are adorned with motifs of Bengali and ancient Bengali alphabets; the words and the overall theme are based on patriotism, the National Language Movement, Liberation War, etc. The colours used include black (as a symbol of mourning), red (representing the sun), grey (reflecting melancholy) and white (representing purity and truthfulness).

Go to the nearest Kay Kraft outlet to see their collection. You can also check out their wardrobe at www.kaykraft.com or www.facebook.com/kaykraft.com.bd.

#### Stuffed Crust Fest at Pizza Hut

IZZA Hut, home to the world of oven baked, mouth-warming pizza, has started its Stuffed Crust Fest in its every outlet and home delivery system. Pizza Hut, in its continuous effort to embody this fun-sharing experience, brings you the best food offers in the country at its Stuffed Crust Fest. Five new stuffed crust pizzas have been introduced: Cheesy Jalapeno, BBQ Cheese, Spicy Stuffed, Pepperoni and Cheese and Cheesy Duo.

Transcom Foods Ltd. launched the Stuffed Crust Fest on 25 January at Pizza Hut's Baily Road outlet. Akku Chowdhury, Managing Director and CEO of Transcom Foods Ltd., along with renowned celebrities, namely Sharmin Lucky and Topu were present at the inaugural ceremony.

Pizza Hut has eight outlets all over Bangladesh: Gulshan, Dhanmondi, Baily Road, Uttara, Jamuna Future Park, Sylhet and Chittagong. Pizza Hut Delivery has four outlets located: in Dhanmondi, Banani, Bhatara and Mirpur.

#### CP's Thailand trip campaign

P Bangladesh Co. Ltd. has announced its final month 'Thailand trip' winner for the campaign, 'Shobdo Melao, Thailand Jao'. This campaign has been running for 3 months. Consumers participated in the contest by purchasing CP products worth of at least Tk.200, collecting coupons to match the words, 'CP Five Star'.

Those who collected coupons to form the entire phrase became eligible for the Thailand tour question and answer session. At the end of this 3-month campaign, a total 6 persons won a trip to Thailand. The main purpose of this campaign was to make CP consumers aware about the global brand, CP Five Star.

