

# General Tso Pizza? Maybe So

## Pizza Hut offers full Chinese food menu at locations in China

People can order more than just pizza from Pizza Hut in China. Over 40 percent of its menu consists of Chinese food. Hence, not only is Pizza Hut delivering pizza, but it is delivering a full array of Chinese menu options in a small box format. No word on whether this option will extend to the U.S.

**Denim Split.** Eighty percent of Wrangler jean sales are men's, compared to 20 percent of women's; Lee Jeans brand has a more equal split: 60-to-40 ratio of women-to-men sales. Now, Wrangler is launching the Advanced Comfort line, the brand's more comfortable jeans yet by hosting a major kick-off event with football quarterback Drew Brees in Comfort, Texas, a small town that embodies everything the brand stands for: hard work, integrity and an appreciation for the small things in life.



**Larissa Faw**  
The Business Roundup

**No Oats.** Cream of Wheat brand sales declined over 20 percent in the quarter, due to fewer promotions and a significant number of new brands within the hot cereal section of the stores that consumers purchased instead. Now, three new Cream of Wheat products are expected to boost sales. "Some of these protein drinks and things like that for some reason are coming

into the hot cereal sections, we are doing a decent job of it, but it's challenging for us to maintain the space we have," says B&G Foods' David Wenner. "In some cases, we are not losing distribution, but we are losing [shelf space], as retailers are eager to put these new products in and take the money that's associated with them, whether they succeed or not remains to be seen."

**Going Big.** Although car sales are flat, truck sales are up 8 percent. "That is a very strong signal from the consumer because it's saying the following: We all know transaction prices on trucks are higher and we also know that we've dealt with volatile and higher gas prices during the quarter, yet the consumer has continued to buy trucks," says AutoNation's Mike Jackson. "Well, it's not that the consumer doesn't care about fuel economy.

They actually care very deeply about fuel economy, but with the internal combustion engine and everything that comes with it today, they're able to have a larger vehicle that goes faster and yet improve the fuel economy."

**Too Loco?** There is a limit to the Taco Bell's Doritos mashups. After the introduction of Doritos Locos Tacos and then Cool Ranch, two of the most popular product introductions in the history of the company, the chain launched Cool Ranch Spicy Doritos Locos Tacos chicken this spring. "And frankly, this product underperformed versus our expectation," says Taco Bell's David Novak. "We believe that ended up being too much of a niche product."

**Offline Analog.** Fifty percent of U.S. small and mid-sized businesses do not have websites. So Google is trying to help set them up for online success; last month

the company introduced Google My Business, which helps small businesses manage their online presence across search, maps and Google+.

**Try Again.** Through mid-July of this year, the auto industry has already announced more recalls for passive safety products than in 2012 and 2013 combined. To date, more than 17 million vehicles have been recalled globally for safety-related issues.

**Cleaning House.** Citigroup announces a comprehensive settlement with the U.S. Department of Justice, the State AGs and the FDIC resolves all pending civil investigations related to Citi's legacy mortgage and CDO underwriting, structuring and issuance activities.

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Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at [larissafaw@gmail.com](mailto:larissafaw@gmail.com).

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