Peter Piper Pizza Rolls Out Voice AI Phone Ordering, Powered by SoundHound AI

Guests can now place phone orders more easily and efficiently with a voice AI agent trained on Peter Piper Pizza's full menu

SANTA CLARA, Calif.--(BUSINESS WIRE)--Jul. 16, 2025-- SoundHound AI, Inc. (Nasdaq: SOUN), a global leader in voice artificial intelligence, and Peter Piper Pizza, the iconic pizza and family entertainment destination, today announced a collaboration that allows guests to place phone orders for pick-up through a conversational voice AI agent. This new system understands natural speech and is trained on Peter Piper Pizza's full menu – including handcrafted pizzas, wings, desserts, and family meal deals – making ordering faster, easier, and more efficient for both guests and staff.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250716809508/en/



Peter Piper Pizza integrates SoundHound's voice AI agents to offer seamless and efficient phone ordering for guests.

Now live across **all Peter Piper Pizza locations in Arizona and Albuquerque, NM,** the new ordering platform ensures that every phone call is answered no matter how busy the restaurant is. The voice AI agent handles multiple calls simultaneously, freeing up in-store teams to focus on preparing food and delivering great hospitality.

"With families juggling busy schedules, convenience is key — but so is great food," said **Genaro Perez, Chief Marketing Officer at Peter Piper Pizza**. "This new AI-powered voice ordering experience gives our guests a fast, reliable way to place orders over the phone just by speaking naturally. Whether it's our made-from-scratch pizzas, bold-flavored wings, sweet treats or fan-favorite Piper deals, this innovation makes it easier than ever to get the food they love – without the wait."

The launch comes just in time for summer, when Peter Piper's new Cheddar Dippers and the Family Mix Deal are giving families even more reasons to call in and carry out. Beyond order-taking, SoundHound's advanced voice AI can also answer questions about store hours, birthday party packages, allergen information and other frequently asked topics creating a seamless, helpful experience for guests.

"Peter Piper Pizza has implemented innovative AI agent technology that puts convenience and speed at the center of every guest interaction," said **James Hom, Chief Product Officer at SoundHound AI.** "We're proud to partner with them to bring a smarter, faster ordering experience to their customers."

SoundHound powers thousands of locations with its industry-leading voice and conversational AI technology. For more information about SoundHound AI's restaurant solutions, visit: https://www.soundhound.com/voice-ai-solutions/restaurants/

About SoundHound AI

SoundHound AI (Nasdaq: SOUN), a global leader in voice and conversational intelligence, delivers AI solutions that allow businesses to offer superior experiences to their customers. Built on proprietary technology, SoundHound's voice AI delivers best-in-class speed and accuracy in numerous languages to product creators and service providers across retail, financial services, healthcare, automotive, smart devices, and restaurants. The company's various groundbreaking AI-driven products include Smart Answering, Smart Ordering, Dynamic Drive-Thru, and the Amelia Platform, which powers AI Agents for enterprise. In addition, SoundHound Chat AI, a powerful voice assistant with integrated Generative AI, and Autonomics, a category-leading operations platform that automates IT processes, have allowed SoundHound to power millions of products and services, and processes billions of interactions each year for world class businesses.

About Peter Piper, LLC

Peter Piper, LLC, a wholly owned subsidiary of CEC Entertainment, LLC, was founded in Glendale, Arizona, in 1973. Peter Piper Pizza features dining, entertainment and carryout with a neighborhood pizzeria feel and "the fun is baked in" culture across its more than 120 locations in the U.S. and Mexico. Peter Piper Pizza takes pride in delivering made-from-scratch pizza dough every day and providing the highest quality food and fun that reconnects family and friends. With the latest technology and games, ever-popular weekday all-you-can-eat lunch buffets and beer for adults, Peter Piper Pizza appeals to parents and kids alike. Peter Piper Pizza supports children's education through fundraising events and gives more than $600,000 annually to schools, hospitals and nonprofits that focus on children's education and development. Peter Piper Pizza was named the most-loved consumer brand in Arizona, according to a study conducted by OnDeck in 2023. For more information, visit peterpiperpizza.com.

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