

Bit Too Special to Eat: Pizza Hut & MBCS Preserves Pizza to Honour a Touching Moment

KUALA LUMPUR, 2 July 2025 – MBCS, the media-fueled creative content practice within the IPG Mediabrands network, partnered with Pizza Hut Malaysia to turn one father's emotional story into a moment that will last forever – quite *literally*.

It all started with *one* iconic heart-shaped pizza. After receiving the father's day special pizza from his daughter, one father shared on Instagram that he couldn't bring himself to eat it – it was just too meaningful. Moved by his words, Pizza Hut and MBCS teamed up to preserve the actual pizza in resin, transforming it into a one-of-a-kind keepsake.

“We've made pizzas for celebrations, reunions and movie nights – but this is the first one that's not meant to be eaten,” said **Mun Tuck Wai** of MBCS. “Because this specific one said more than any word ever could.”

This wasn't just a meal – it was a memory worth preserving,” said Aileen See, Chief Marketing Officer of Pizza Hut Malaysia. “It symbolizes the beauty and depth of a father-child bond – a reflection of the kind of unconditional love that truly deserves to be celebrated. After all, only a father could light up with such joy over a *simple* pizza. Of course, we went the extra mile to make it unforgettable.

The [campaign](#) – celebrating the unseen sacrifices of dads – sparked waves of nostalgia online. But it was this dad's heartfelt [post](#) that led to a truly unique twist.

The dad, deeply moved, said:

“I memang tak expect langsung @pizzahutmalaysia akan betul-betul buat bila I posted on my story. But they actually went above and beyond... This means a lot to me!”

Some gifts are just too special to forget. And with the **Forever Pizza**, this one will last a lifetime.

Follow Pizza hut for more updates:

Instagram:

https://www.instagram.com/pizzahutmalaysia?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzlxNw==

YouTube: <https://youtube.com/@pizzahutmalaysia?si=eC5opXJnp3lipcJE>

Facebook: <https://www.facebook.com/PizzaHut>

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