



## Serve Robotics and Little Caesars Launch Autonomous Robot Delivery Via Uber Eats

August 5, 2025

### Little Caesars customers in the Los Angeles area may receive their next order via a Serve robot

SAN FRANCISCO, Aug. 05, 2025 (GLOBE NEWSWIRE) -- [Serve Robotics Inc.](#) (Nasdaq: SERV), a leading autonomous sidewalk delivery company, and [Little Caesars](#), the nation's third-largest pizza chain, today announced a partnership to deliver the brand's iconic HOT-N-READY® pizza with Serve's autonomous delivery robots via Uber Eats (NYSE: UBER).

Little Caesars customers in Serve's Los Angeles delivery area may now receive their orders via autonomous sidewalk robots. The partnership expands Serve's presence on Uber Eats—which already offers Serve's robotic deliveries in Los Angeles, Miami, Dallas and Atlanta—with additional U.S. cities coming soon.

"Delivering for a beloved national chain like Little Caesars is another opportunity for us to show how we help merchants grow and give consumers a better delivery experience," said **Ali Kashani, CEO of Serve Robotics**. "Seeing a Serve robot at your door will soon become as much of a weekly tradition as pizza night."

Serve's new third-generation robots are uniquely suited for pizza delivery. They boast an expanded cargo bin that can carry four large 16-inch pizzas, plus Caesar Wings, Italian Cheese Bread and beverages, while maintaining food temperature and quality en route.

"Little Caesars is always looking for ways to be innovative in the restaurant industry, and we are proud to partner with Serve Robotics and Uber Eats to deliver our delicious pizzas to our customers in Los Angeles," said **Trish Heusel, VP of Innovation at Little Caesars**. "Partnering with Serve allows us to deliver a solution that aligns with our commitment to better service and technology-forward solutions while reducing our environmental footprint."

"We're excited to bring autonomous delivery to even more Uber Eats customers through our partnership with Serve Robotics, now delivering Little Caesars orders," said **Megan Jensen, Head of Autonomous Delivery Operations at Uber Eats**. "By combining smart technology with everyday convenience, we're making delivery easier, more reliable, and more sustainable."

Little Caesars' autonomous robotic delivery is currently available through the Uber Eats app. To learn more about the delivery process, visit [www.serverobotics.com/uber-eats](http://www.serverobotics.com/uber-eats).

#### About Little Caesars®

Little Caesars, the Best Value in Pizza\* in the United States, was founded by Mike and Marian Ilitch as a single, family-owned restaurant in 1959 and is headquartered in downtown Detroit, Michigan. It is the third-largest pizza chain in the world, with restaurants in each of the 50 U.S. states and 30 countries and territories.

Known for its HOT-N-READY® pizza, Crazy Puffs®, and famed Crazy Bread®, Little Caesars uses quality ingredients, like fresh, never-frozen mozzarella and Muenster cheese and sauce made from fresh-packed, vine-ripened California crushed tomatoes. The brand is known for innovation and is home to the exclusive Pizza Portal® pickup, a heated, self-service mobile order pickup station.

A high-growth company with over 65 years in the \$150 billion worldwide pizza industry, Little Caesars continually looks for franchisee candidates to join the team in markets worldwide. In addition to providing the opportunity for entrepreneurial independence in a franchise system, Little Caesars offers a simple operating system, a reputation for taste and value, and strong brand awareness with one of the most recognized characters in the country, Little Caesar. Little Caesars is proud to be part of the Ilitch Companies family of businesses.

#### About Uber

Uber's mission is to create opportunity through movement. We started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? More than 61 billion trips later, we're building products to get people closer to where they want to be. By changing how people, food, and things move through cities, Uber is a platform that opens up the world to new possibilities.

#### About Serve Robotics

Serve Robotics develops advanced, AI-powered, low-emissions sidewalk delivery robots that endeavor to make delivery sustainable and economical. Spun off from Uber in 2021 as an independent company, Serve has completed tens of thousands of deliveries for enterprise partners such as Uber Eats and 7-Eleven. Serve has scalable multi-year contracts, including a signed agreement to deploy up to 2,000 delivery robots on the Uber Eats platform across multiple U.S. markets.

For further information about Serve Robotics (Nasdaq:SERV), please visit [www.serverobotics.com](http://www.serverobotics.com) or follow us on social media via X (Twitter), Instagram, or LinkedIn @serverobotics.

#### Forward Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Serve intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 21E of the Exchange Act. These forward-looking statements can be about future events, including statements regarding Serve's intentions, objectives, plans, expectations, assumptions and beliefs about future events, including Serve's expectations with respect to the financial and operating performance of its business, its capital position, and future growth. The words "anticipate", "believe", "expect", "project", "predict", "will", "forecast", "estimate", "likely", "intend", "outlook", "should", "could", "may", "target", "plan" and other similar expressions can generally be used to identify forward-looking statements. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward-looking statements. Any forward-looking statements in this press release are based on management's current expectations of future events and are subject to a number of risks and uncertainties that could cause actual results to differ materially and adversely from those set forth in or implied by such forward-looking statements. Risks that contribute to the uncertain nature of the forward-looking statements include those risks and uncertainties set forth in Serve's Annual Report

on Form 10-K for the year ended December 31, 2023, filed with the United States Securities and Exchange Commission (the "SEC") and in its subsequent filings filed with the SEC. All forward-looking statements contained in this press release speak only as of the date on which they were made. Serve undertakes no obligation to update such statements to reflect events that occur or circumstances that exist after the date on which they were made.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/21f4436a-ee78-44e7-8624-623732655ef9>



Source: Serve  
Robotics Inc.

### **Serve Robotics Partners with Little Caesars**



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