



Media Release

FOR IMMEDIATE RELEASE

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Domino's new Crème Brule Puffle is a pocket full of yum!

Tempted to eat dessert first? You will be now. Domino's Pizza today launched their new Crème Brule Puffle, a delicious flaky puff pastry pocket filled with an indulgent liquid Crème Brule centre.

The new Crème Brule Puffle combines the popular restaurant dessert Crème Brule with Domino's unique puffle concept. The end result, a flaky puff pastry pocket filled with liquid Crème Brule made from real French vanilla custard and melted caramel toffee, prepared and baked fresh in store to order.

Developed by Domino's Head Development Chef Stefaan Codron in the Luv Lab, Domino's dedicated research and development kitchen, the Crème Brule Puffle took more than 12 months to perfect.

Domino's CEO Don Meij said the Crème Brule Puffle was created to bring restaurant quality desserts to the masses at Domino's everyday low price.

"At only \$2.95 for two Crème Brule Puffles, it really is an affordable luxury and a real reward for customers who want to treat themselves and splurge on this baked indulgence," Don said.

"Domino's is becoming renowned for restaurant quality desserts at an everyday price, with the Choc Lava Cake and Sticky Date Pudding already huge hits across Australia.

"Since launching in February this year, we have already sold more than 15 million Choc Lava Cakes and the Crème Brule Puffle is sure to be another huge hit for Australian's with a sweet tooth.

"Our new range of desserts is just one way Domino's has changed this year. We've listened to our customers and we're giving them more of what they want.

"As the market leaders in the Australian pizza industry, we are committed to exceeding customer expectations by delivering greater choice and quality without compromising affordability.

"We really believe our new Crème Brule Puffle along with our other new desserts, six new pastas and ten new pizzas speak for themselves and will set the benchmark for convenient, fresh and flavoursome food in the Quick Service Restaurant industry."

Domino's new Crème Brule Puffle is available for pick up or delivery from all of Domino's 424 stores across Australia from today.

Domino's Pizza Enterprises Ltd and its franchisees have 518 stores across Australia and New Zealand, employing more than 14,000 part-time and full-time staff and making more than 60 million pizzas each year.

Domino's Pizza (DMP) is Australia's first publicly-listed pizza chain, making its debut on the Australian Stock Exchange in May 2005.

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