



Media Release

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Quality meal on a budget with Domino's Value Range

Want a great meal on a budget? Australia's largest pizza delivery expert, Domino's Pizza today announced their new Value Range of pizzas, offering customers the same high quality pizzas at a set low price – no more vouchers required.

The Value Range offers customers terrific value for their money with a range of six delicious pizzas all at one low price; Toni pepperoni, Hawaiian, Beef and Onion, Margarita, Veg Trio and Simply Cheese.

The Value Range gives value seekers an affordable meal of high quality pizzas at a fraction of the cost you would spend elsewhere according to Domino's CEO Don Meij.

"Over the past 12 month Domino's has gone through it's biggest changes ever with; six new pastas, three desserts, ten pizzas, a three tiered menu and new premium quality ingredients including juicy prawns and feta cheese. We now have something to cater for everyone's taste and budget," Mr Meij said.

"Our new Value Range offers customers the same high quality pizzas they love but at a fraction of the cost and best of all they have a set low price so you don't have to search around the house for discount vouchers.

"The Value Range is part of our new three-tiered menu which consists of the Value Range, Traditional Range and Big Taste Range pizzas – all offering great quality pizzas. The new menu structure is designed to help customers choose a cost-based meal solution.

"Pizza is a shared food, perfect for a meal with friends or family. Our new Value Range gives customers the option of six simple but delicious quality pizzas at a low price, which means you would be hard pressed to find a better value meal for your money anywhere else.

"At the end of the day, Domino's is about selling great tasting pizza and we think this new range will deliver on taste, quality and most importantly value!"

Mr Meij said it was important that the brand continued to offer its existing menu whilst expanding its product range to offer customers a greater choice.

"We wanted to ensure our new Value Range of pizzas continued our menu development while still complementing our already extensive product offerings. The new Value Range means we now offer even greater choice for everyone with fantastic value for money," Mr Meij said.

Domino's new Value Range 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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