



Media Release

FOR IMMEDIATE RELEASE

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Domino's makes biggest change in 50 years

AUSTRALIA'S largest pizza delivery expert Domino's Pizza Enterprises Ltd ("Domino's") today announced it is changing its 50 year old core pizza recipe with a robust new sauce, reinventing itself to deliver even more taste, in the biggest change to their core menu ever.

From today, customers will notice a change with 3,750 tonnes of Domino's new tomato sauce rolling out to stores across Australia, boasting 40% more herbs, tastier tomatoes and a little zing.

Domino's CEO Don Meij said 2010 is Domino's 50th year in the business internationally, and they are kicking it off with the biggest product change they have ever done.

"We are an iconic brand. We innovate. We lead. In order to continue our success for another 50 years, Domino's has ditched our 50 year old sauce and created one that tastes better than before, resulting in a major taste change to our core product, pizza," Mr Meij said.

"In order to be successful for another 50 years, we knew we had to step up our game. We've listened to our customers who said they wanted a better sauce with more flavour, and we have delivered!

"After the success Domino's America has seen following the introduction of the new sauce, it was a no brainer to bring it to the pizza lovers of Australia.

"Our new tomato sauce has sweeter, bolder tomatoes with a medley of 40% more herbs and a little red pepper zing. You'll see what all the hype is about as soon as you give it a try."

Mr Meij said the reformulation was one of the biggest moves in the company's 50-year history, and was inspired by its toughest consumer critics.

"Customer have spoken loud and clear, we have been listening to their feedback and the fact is, as times change, so do consumer tastes. We've created a new sauce to reflect what consumers are looking for.

"Over the past 18 months we have been completely reinventing the Domino's brand and our menu offerings. 80 percent of the Domino's menu is new since 2008, with the addition of our Big Taste Range, Pastas, Choc Lava Cakes, Oven Baked Sandwiches and most recently our healthy Good Choice Range. Switching our 50 year old sauce recipe for a new one is just the next step to take Domino's into the new decade.

"We are proud of our new sauce. We have spent the last 12 months doing extensive research on it and the results are clear! Domino's new sauce has significantly improved over our old sauce.

"We recommend you all give our new sauce a try, even our toughest critics will be surprised, they might even like Domino's now!"



Domino's Pizza Enterprises Ltd and its franchisees have 519 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.

ENDS - For further information, interviews or images contact:

Sarah Morgan, Public Relations Manager, Domino's Pizza – 0400 750 022

Annelise Proctor, Public Relations Assistant, Domino's Pizza – 0447 158 270