



Media Release

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Domino's launches Good Choice Range with The Biggest Loser

Domino's Pizza has joined forces with popular TV show The Biggest Loser to launch the Good Choice Range™ consisting of seven nutrition conscious, healthier meals each with less than 390 calories per serve*.

Endorsed by The Biggest Loser, The Good Choice Range™ meets the principles and values of the hit TV program and reflects many fundamentals of the Australian Dietary Guidelines.

Biggest Loser trainer and brand ambassador for the Domino's Good Choice Range™ Shannan Ponton says the new products help people to identify healthier options.

"I'm excited to be involved in what some may consider an unusual partnership. However, I truly believe in Domino's Good Choice Range™ because it's healthy, convenient and tastes great. Most importantly, the nutrition in the range fits wholly within my standards," Shannan said.

"The new range is all about providing people with a choice – it ensures customers can make healthier choices if they want to. We know health conscious people still want to go out and have fun or order takeaway with friends or family, and the Good Choice Range™ ensures they can still lead a balanced life.

"All seven Good Choice Range™ meals are less than 390 calories per serve with the two ciabatta style pizzas also boasting reduced fat and sodium when compared to Domino's traditional pizzas.

"Who would have thought you could make such great pizzas for under 390 calories? And both are packed with plenty of protein and contain loads of fibre which is important for health conscious people."

Domino's CEO Don Meij said the Good Choice Range™ is part of Domino's ongoing commitment to providing greater choice for its customers and offering healthier choices across its menu.

"The Good Choice Range™ is a vital step in helping us to reach our goal of evolving into a better business, offering greater choice and quality for our customers now and in the future," Mr Meij said.

"We started this journey six months ago with our commitment to a salt and saturated fat reduction strategy which will see us reduce the salt in all of our proteins, bakery and dairy ingredients by 25% and saturated fat in our proteins and dairy ingredients by 15% over the next three years."



The Good Choice Range includes:

- BBQ Chicken & Mushroom Ciabatta Pizza
- Chicken, Tomato & Oregano Ciabatta Pizza
- Crispy Asian Noodle Salad with a Soy & Chilli Dressing
- Southern Style Chicken Scallops with a Garden Salad
- Oven Baked Sandwich with Crispy Turkey Rissoles & Sweet Chilli Sauce
- Penne Pasta with Roasted Chicken, Mushroom & Vine Ripened Tomato
- Chocolate Mousse (coming soon).

The Good Choice Range™ will be available in Domino's stores nationwide from Sunday 31 January, priced from \$6.95 (Chocolate Mousse \$2.95). To place your order, contact Domino's on 1300 DOMINOS or order online at www.dominos.com.au

All nutritional information for each product is available on selected packaging, in-store, when ordering online and at www.dominos.com.au/goodchoicerange

*The nutrition content of each meal in the Good Choice Range has been independently verified by Simbio Alliance.

For further information, interviews or images please contact:

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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 50 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.