



# Media Release

FOR IMMEDIATE RELEASE

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## Domino's introduces gluten free pizzas

Love pizza, but can't stomach gluten? Now you can have your favourite pizza and enjoy it too, with Domino's introducing gluten free pizza bases and offering more than 13 gluten free pizza varieties to its menu today.

Domino's CEO Don Meij said the introduction of gluten free pizzas bases was a direct response from customer's who love pizza but are gluten intolerant.

"Over the past 12 months Domino's has been serious about listening to what our customer want, and the introduction of gluten free pizza base is the next step in creating a menu for everyone to enjoy," Don said.

"We already have a vast majority of ingredients which are gluten free, but until now customers who are intolerant to wheat gluten weren't able to create a pizza they could enjoy. Now with the gluten free pizza based, we have 13 pizza varieties which when paired with the new gluten free base are suitable for Coeliacs.

"After months of development and testing we have found a gluten free base which tastes great. The Thin'n'Crispy style base means gluten free customers can now enjoy take away pizza and with more than 13 regular menu pizzas made with gluten free ingredients plus the option to design their own, they have the freedom and control of enjoying pizza without the worry."

Endorsed by the Coeliac Society of Australia Inc, Domino's gluten free pizza bases can be chosen as an alternative base option for your favourite pizza or to avoid the gluten you can choose from the following pizzas – Chilli Prawn, Garlic Prawn, Spinach and Feta, Toni Pepperoni, The Godfather, Margarita, Simply Cheese, Vengorama, Veg Trio, Chicken and Feta, chicken Italiano, Chicken Manaco or Creamy Chicken and Cherry Tomato.

Don Meij said the gluten free pizza bases was just one of the steps forward Domino's has made this year to be more relevant to customers.

"2009 has been a big year for us in terms of improving our business for our existing customers but also for consumers. We have upgraded many of our ingredients including new beef, bacon and breast meat chicken as well as introducing new ingredients to our menu," Don said.

"We have also committed to reducing the salt content of our proteins, bakery and dairy ingredients by 25% over the next three years as well as reducing the saturated fat content of their proteins and dairy ingredients by 15%."

Domino's new gluten free pizza bases are available at all stores across Australia, when ordering online and on your iPhone for an additional \$3.

Domino's Pizza Enterprises Ltd and its franchisees have 516 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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