



# Media Release

16 February 2009

## Fresh, quality food just got faster

Australia's largest pizza delivery expert, Domino's Pizza, is lending new meaning to the term 'convenience' with today's launch of a new range of made-to-order fresh pastas, pizzas and dessert to complement their popular existing menu.

Domino's Pizza Enterprises ("Domino's") CEO Don Meij said the new menu launch, which uses only the freshest, premium quality ingredients was a direct response to an increased customer need for greater convenience, freshness, choice and value for money.

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

"Our new menu range uses only the freshest premium quality ingredients including whole vine-ripened grape tomatoes, fresh baby spinach leaves, chicken breast meat and al dente penne pasta.

"A new dawn has begun for Domino's and we couldn't be more excited. We deliver to more locations than any other food delivery company in the nation, which means overnight Domino's will become Australia's largest pasta delivery company.

"We wanted to create a fresh, new premium quality menu range which appeals to customers of all lifestyles, tastes and budgets whilst still offering the regular favourites our customers have come to love.

"We've listened to our customers and we're giving them more of what they want. We really believe these new products speak for themselves and will set the benchmark for convenient, fresh and flavoursome food."

The new menu range includes the brand's first offering of fresh pasta dishes with Chicken Carbonara, Veggie Primavera and Beef Neapolitana all made to order and served hand tossed in a unique freshly baked puff pastry bowl.

"We are dedicated to product innovation and freshness and have invested more than six months in product development, customer research and product sampling to our new menu range.

"At the end of the day we know our customers don't want to be eating frozen, pre-packaged meals. That's why all of our products are made to order in-store every time and not pre-made.

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 this range would complement our already extensive product offering. The new menu range means we now offer even greater choice for everyone, while still offering fantastic value for money."

The new menu range also includes three new Big Taste Range pizzas - Meatza Soprano, Vege Grande and Chicken Capri – all made fresh to order with more premium quality ingredients such as grapes tomatoes, baby spinach leaves, chicken breast meat and 100% mozzarella cheese.

Domino's new desert, the Choc Lave Cake, is baked fresh in store to ensure a cakey chocolate outer with a rich gooey middle.



Domino's new menu range is available today from all Domino's stores nationwide. To place your order contact Domino's on 1300 DOMINOS or order online at [www.dominos.com.au](http://www.dominos.com.au)

Domino's Pizza Enterprises Ltd and its franchisees have 510 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.

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