



# Media Release

24 October 2011

## **Domino's gets serious with launch of free range chicken**

Australia's love affair with Chicken has prompted the country's largest pizza delivery company, Domino's Pizza, to introduce Free Range Chicken on its pizzas from today.

Domino's will also be the first pizza company to use Free Range Chicken, which has been sourced from local farms across the country.

Domino's CEO Don Meij said the decision to switch to Free Range Chicken for its pizza was part of the Company's strategy to improve the quality of its ingredients.

"We are serious about improving the quality of our ingredients as we know it makes our pizzas taste better," Mr Meij said.

"We know Australian consumers are more aware of the food they are buying these days – where the ingredients come from and how the animals are looked after. It shouldn't be any different when they order pizza. Not only does the chicken taste better, we believe it's also the right thing to do.

"Our free range chicken has been sourced from certified farms across Australia including the one in Redland Bay, Queensland where we filmed our television commercial."

The free range chicken campaign is also about being more transparent as a Company.

"We want our customers to know we are proud of our recent improvements and there's no better way to show that than by using real people in our television campaigns," Mr Meij said.

"Our new commercials feature a real free range chicken farmer from Queensland and one of our Facebook fans who loved our BBQ Chicken and Bacon pizza so much we wanted him to be the first to try it with free range chicken."

Domino's will use the new free range chicken on its chicken pizzas from today across all Australia stores.

Domino's Pizza Enterprises has 555 stores across Australia and New Zealand, employing more than 16,000 part-time and full-time staff who make more than 50 million pizzas each year.

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