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Media Release

Domino's launches new prawn pizza range

Domino's Pizza Enterprises Ltd ("Domino's") has kicked off summer with the launch of its Bigger Prawn Range of pizzas and a unique popping chocolate ice-cream dessert which are available in store from today.

Domino's CEO Don Meij said the introduction of a bigger prawn range and popping chocolate ice cream was perfect timing for summer.

"Australians love their seafood, particularly during the summer months! Customers have loved our existing prawn range but we wanted to make it bigger and better and launching at the beginning of summer was the perfect time for this range," Mr Meij said.

"Today we have also launched our amazing popping chocolate ice cream, a delicious mix of creamy chocolate ice cream with chocolate-coated popping candy. It's really quite unique leaving a crackling sensation in your mouth."

Mr Meij said the new bigger prawn range and popping chocolate ice cream was a continuation of Domino's commitment to providing great quality products, choice and value for our customers.

"Our continued focus on improving the quality and taste of our pizzas and other menu items is at the heart of everything we do. We have had prawns on our menu for sometime now but wanted to create delicious new premium pizza options just in time for summer," Mr Meij said.

"The popping chocolate ice cream is a new product for us but one we know will walk out the door, particularly in the heat of summer!"

The new Bigger Prawn Range includes three new pizzas – Prawn, Bacon and Fetta, Prawn, Fetta and Alfredo and Satay Prawn – with the new Prawn pizzas available for pick-up from \$7.95.

The popping chocolate ice cream is a convenient single serve size, offering great value at only \$2.95.

In addition to the Satay Prawn pizza, Domino's has also launched two additional Satay pizzas today including Satay Veg and Satay Chicken.

Domino's Pizza Enterprises Ltd and its franchisees have 438 stores across Australia, 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 Securities Exchange in May 2005.

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