



20 October 2010

Media Release

Domino's slashes the fat in its pizzas

Domino's Pizza Enterprises Ltd ("Domino's") is set to introduce a new full taste mozzarella cheese, which has 14% less fat, across its menu commencing 1 January 2011.

Domino's CEO Don Meij said the Company's decision to change cheese supplier was part of Domino's focus on providing healthier and tastier products at affordable prices for customers across its 438 Australian stores.

"We have searched the world to find a cheese that is lower in fat without compromising on the great taste and quality of mozzarella cheese. We also wanted to ensure we could continue to offer the same great value for money Australians have come to expect from us," Mr Meij said.

"Our new mozzarella cheese is 14% lower in fat than our current cheese. Our customers have said they want healthier options and we believe this is the right step forward for us to be able to deliver on that.

"However, we want to assure our customers that the new lower fat cheese is still full of flavour. We did not want to cut any corners on taste just to get a healthier product. The fact that we have been able to find a great tasting cheese that is also much lower in fat than our current mozzarella is fantastic.

"Improving our pizzas has been a huge focus of ours for some time. We recently launched our new tastier tomato sauce with 40% more herbs, updating a 50 year recipe, as well as using 100% Aussie ground beef and introducing rasher bacon onto our menu."

Domino's new mozzarella cheese has been sourced from the San Joaquin Valley, which is south of the Napa Valley in California, and is made from the highest quality Grade A milk.

Mr Meij said cheese was one of the highest cost ingredients on a pizza and in order to continue offering amazing value to Australian pizza lovers, Domino's had to think innovatively.

"We know one of the most important decision making factors for our customer is price. This new cheese will enable us to keep the price of our pizzas low while also improving their overall quality and nutritional value.

"This is a huge step forward for us – we are able offer customers overall healthier pizzas which tastes great without hitting their hip pocket," Mr Meij said.

"When the opportunity arose to combine a cheese that is better for you with great quality and taste, we knew this was the right decision for Domino's."

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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