



# Media release

FOR IMMEDIATE RELEASE

2 June 2010

## Domino's launches new concept store in Australia

Australia's largest pizza maker, Domino's Pizza Enterprises Ltd ("Domino's"), has stepped into the future with the launch of a new state-of-the-art store design concept in Applecross, Western Australia.

The Applecross store layout is distinctively different from all other Domino's stores, with the pizza making now taking place directly in view of customers at the front of the store.

The fresh new approach to pizza making is also evident in the new Domino's 'Chef' uniform and a larger seating area for customers.

Domino's CEO Don Meij said the new store design was the next step in the Company's focus on reinvigorating pizza and staying at the forefront of innovation.

"As Australia's number one pizza maker, we want to continue to lead the way and think outside the box when it comes to exceeding customers expectations," Mr Meij said.

"The new store design at Applecross is a completely new design and layout for us. We have shifted the pizza make line from the back of the store right to the front counter so customers can see first hand how our pizzas are made fresh to order every time.

"For the past 18 months we have focused on lifting the quality of our food and introducing new options so it was only natural that this needed to be reflected in our store design.

"We are thrilled with how this store design has come together and we hope our customers too will be just as excited to experience a Domino's store of the future."

The Applecross store design is the first of its kind for any Domino's store in Australia and the World and, if it proves successful with customers, the design will be rolled out for all future stores.

The store design isn't the only change customers will notice with the Applecross team also sporting new Domino's 'Chef' uniforms.

"We take food and pizza making seriously and we wanted our in-store team members to feel proud to be a Domino's pizza maker which is why we designed a black chef uniform and cap. It's a huge step away from our current uniform and we couldn't be happier with how it looks," Mr Meij said.

Domino's Pizza Enterprises Ltd and its franchisees have 522 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.

**ENDS - For further information, interviews or images contact:**

---

Annelise Proctor, Public Relations Assistant, Domino's Pizza – 0447 158 270