



Media Release

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Nutritional labelling now on the menu at Domino's

Australia's favourite pizza company Domino's Pizza will today become the first pizza chain, and the second Quick Service Restaurant, to display kilojoules information on all its menus nationally.

Domino's CEO Don Meij said the early introduction of kilojoules counts on its menu boards, online ordering site and mobile devices was a positive step and fitted with the Company's ongoing commitment to offering customers greater choices.

"We are serious about ensuring our customers have the relevant information to make informed choices when they order Domino's.

"Nutritional information has always been available on our website and in store for customers to see and on the bottom of pizza boxes for our top four pizzas.

"We believe the introduction on menu boards is a positive step which we are not afraid of," Mr Meij said.

While the introduction of menu labelling become mandatory in New South Wales from February 2012, Domino's has taken it one step further and launched nationally.

Don Meij said over the past few years Domino's has been working hard to make its products better for customers.

"Pizza will always be a treat, but we are committed to making that treat better for you by introducing fresh, high quality ingredients that are lower in fat and sodium but still taste great," Mr Meij said.

"Since September 2009 we have been on a journey to reduce the saturated fat and sodium contents in our ingredients and we are proud of the significant reductions we have achieved so far.

"Already more than 54% of the ingredients that make up our pizzas are lower in sodium while more than 45% of all ingredients have reduced in saturated fat. What's most important for us and our customers is that the pizzas they love still taste great."

"The biggest achievements in Australia include our Thin'n'Crispy base which has seen a 66% saturated fat reduction while the saturated fat in our pepperoni has been reduced by more than 42%.

From today, Domino's will display the kilojoules counts on its menus for the whole pizza and per slice/serve.

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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