



# Media Release

7 December 2009

## The ultimate delivered lunch has arrived

Forget ordinary sangas and greasy burgers, Domino's Pizza Enterprises ("Domino's"), Australia's largest pizza delivery expert, is revolutionising our approach to lunch with the December launch of their mouth-watering new range of **oven baked sandwiches**.

Australian's purchase more than 7 million lunchtime meals each week (BIS Shrapnel Foodservice 2008) and Domino's new range marks a bold decision by the company to take on the nation's lunch market.

According to Domino's CEO Don Meij, the offering has been developed in direct response to increased customer demand for greater convenience, freshness, choice and value for money outside dinner time.

"Pizza is the number one choice for take away food in the evening, so having earned leadership in this area, we felt the time was right to put the Domino's stamp on lunch and create a product that far surpasses the humble sandwich or hamburger." Mr Meij said.

"We are constantly evolving our menu to cater to the needs of our customer base and we pride ourselves on our innovative and bold approach to new product sampling and development – which is why we have created an entirely new product for the market.

"However, we see this as merely the shape of things to come. Our plans to revolutionise the lunch market by creating great tasting pizza alternatives that can be delivered direct to your home or office are only just beginning."

Made using premium quality ingredients on ciabatta style bread, each sandwich is made fresh to order in store and oven baked at 260 degrees for seven minutes to ensure a delicious fusion of flavours.

Domino's new lunch offering will be available for delivery or pick-up between the hours of 11am and 4pm from **Monday December 7**. Customers can choose from five tempting and unique varieties; meatball, sweet chilli chicken, chicken delight, Italian, and tomato, spinach and bacon.

Mr Meij said when it comes to lunch time options, the oven baked sandwich is in a league of its own – combining golden brown ciabatta which is crunchy on the outside, yet soft on the inside, with the expert pizza baking techniques Domino's has spent years developing.

"While the range is available at a price everyone can afford, no expense has been spared when it comes to the freshness and quality of our produce. Our head development chef has sourced everything from succulent chicken breasts to juicy meatballs and napoli sauce to make our oven baked sandwiches as flavoursome as possible.

"We know what matters to our customers, so, just like every other item on the Domino's menu, each oven baked sandwich is made fresh to order on the premises every time and not pre-made."

Mr Meij said in recent consumer trials, the new range proved an instant hit, outperforming initial projections.

"Customers instantly gravitated towards the oven baked sandwiches as a lunch time alternative, particularly those looking for a convenient delivery option direct to their office, or wanting to grab lunch on the go."



The oven baked sandwich range will be available in Domino's stores nationwide from Monday 7<sup>th</sup> December, priced from \$5.95 pick-up or \$7.95 delivered. To place your order contact Domino's on 1300 DOMINOS or order online at [www.dominos.com.au](http://www.dominos.com.au)

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Domino's Pizza Enterprises Ltd and its franchisees have 517 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.

Domino's Pizza (DMP) is Australia's first publicly-listed pizza chain, making its debut on the Australian Stock Exchange in May 2005.