



Media Release

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Fan's pizza makes it to Domino's menu

Australia's favourite pizza company Domino's Pizza will add a fan's pizza creation to its menu from today, Monday 7 November 2011. The 'Spicy Island' pizza will be promoted only through Facebook, and will be available to Domino's Pizza Australia's 220,000 Facebook fans.

The Spicy Island pizza was discovered by Domino's when its creator was invited into the Luv Lab, the Company's product development kitchen, to share his idea with Domino's Head Chef Stefaan Codron.

Stefaan said the pizza features a unique combination of flavours, including the ingredients pineapple, rasher bacon, chilli flakes.

"The Spicy Island pizza our fan has designed uses a unique blend of flavours that really work," Stefaan said.

"The pineapple adds a great sweetness that contrasts nicely with the spice of the chilli flakes, and we've known for a long time that Domino's fans love our rasher bacon. These ingredients all come together to create a superb pizza."

Domino's CEO Don Meij said he was excited to launch a pizza exclusively to the Company's Facebook fans.

"We are always looking for ways to give our Facebook fans extra value, and when we discovered the Spicy Island Pizza, which was designed by a fan, it seemed like the perfect opportunity to give our fans something exclusive," Don said.

"I am excited to see how our online community rates this pizza, and encourage them to get behind the fan that created it.

"Having your own creation added to your favourite restaurant's menu is an amazing achievement!"

The full story behind the Spicy Island pizza and its creator are available from the Domino's Pizza Australia Facebook fan page – [Facebook.com/DominosAustralia](https://www.facebook.com/DominosAustralia), with fans also encouraged to review the pizza and leave their comments.

The Spicy Island pizza will be available from Monday 7 November for a limited time at all Domino's stores across Australia and for online and mobile ordering.

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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