



Media Release

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Domino's ready to deliver on State of Origin

Domino's pizza makers and delivery drivers are in training for the three biggest pizza-selling nights of the year – when Queensland and New South Wales stop to barrack for their teams in the game that stops the nation, the 2009 State of Origin series.

With more delivery drivers than ever before, Domino's is ready to get your hot pizzas out of the oven and to your door before the first whistle blows.

Domino's National Corporate Operations Manager Kerri Hayman said Domino's was expecting sales to jump up to 50% on each of the three nights of the series, with new pizzas and pastas to be a winning combination.

"The pizza sauce will be flying thick and fast tonight. We are expecting to cook up to 100,000 pizzas nationally on the State of Origin nights across Queensland and New South Wales," Kerri said.

"This equates to the use of more than 8.5 tonnes of sauce, the same weight as 98 Kurt Gidley's, and 10 tonnes of mozzarella, equivalent to 111 Jamie Lyon's!

"With more pastas and pizzas added to our menu recently, we are expecting fans to order a mix of pizza and pasta for game night. We've got more choice than ever before so no matter what your mates eat there's something for everyone on the Domino's menu."

While the Maroons and Blues pound the field in training, the Domino's team has been performing time trials to ensure viewers get their steaming hot pizzas delivered in record time.

Kerri said the State of Origin period was one of the most hectic times on the Domino's calendar.

"We're actually tipping the three nights to be the busiest so far this year, and if it's anything like last year, the phones will go crazy in the hours leading up to the kick-off," Kerri said.

Kerri recommended pizza lovers to pre-order online to ensure pizzas arrived well before kick-off.

"While the boys on the field will be tackling the shield, we will be tackling a barrage of pizza orders from hungry league fans," Kerri said.

"We know our loyal Domino's customers don't want to miss a second of the State face-off, so we encourage customers to order early or order online to ensure they receive their hot and fresh pizza before the game commences.

"And while the two states will be tipping either the Maroons or Blues to win, I'm tipping our new prawn and vegetarian pastas and pizzas to be the favourite on the night offering our customers even greater choice and variety, whilst using only the freshest, premium quality ingredients.

"We are committed to exceeding customer expectations by continuing to deliver choice and quality while still offering the same great value for money, which State of Origin fans are sure to notice as they devour their pizzas on Origin night!"

Domino's Pizza Enterprises Ltd and its franchisees have 521 stores across Australia and New Zealand, employing more than 12,000 part-time and full-time staff and making more than 60 million pizzas each year.

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