



Media Release

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Domino's steps forward with new Good Choice Range™

AUSTRALIA'S largest pizza delivery expert **Domino's** has joined forces with The Biggest Loser to launch the Good Choice Range™, seven gourmet individual meals each with less than 390 calories per serve*.

In a radical expansion from its traditional territory, the pizza chain, that has built its reputation on delivering fresh pizzas, is getting into shape by investing in a new Good Choice Range™, designed to offer customers greater variety and the opportunity to make informed decisions when ordering from Domino's.

Endorsed by The Biggest Loser, The Good Choice Range™ meets the principles and values of the hit TV program and reflects many fundamentals of the Australian Dietary Guidelines.

According to **Domino's CEO Don Meij**, the new range is part of Domino's ongoing commitment to providing greater choice for its customers and offering healthier choices across its menu.

"The Good Choice Range™ is a vital step in helping us to reach our goal of evolving into a better business, offering greater choice and quality for our customers now and in the future," Mr Meij said.

"However, we are well aware that this partnership and new direction will raise a few eyebrows in the health and food industries – which is why we have invested significant resources into developing this range and know it's absolutely essential that we get it right.

"Make no mistake, we are not trying to position Domino's as 'diet food' – rather, we are making a conscious effort to cater for those consumers who are looking for a healthier option when treating themselves or the family by ordering takeaway. This is an area of the food delivery market which at present is woefully underrepresented.

"What's more, we are keen to be as transparent as possible, giving customers the chance to make their own decisions about what they eat based on nutritional content rather than just taking our word for it. Every detail about energy (calories or kilojoules), fat, sugar, salt and protein content for the new range is available on selected packaging, in-store and online.

"While our roots will always be in delivering great tasting pizzas, the reality is that, as a food business, we need to be prepared to meet the challenges of our industry head-on – being able to adapt to the changing consumer landscape is essential."

Mr Meij added: "We're extremely proud to be partnering with The Biggest Loser which has had great success inspiring thousands of Australians to adopt healthy lifestyles throughout the years."

Biggest Loser Trainer and brand ambassador for the Domino's Good Choice Range™ Shannan Ponton says the new products represent an exciting partnership.

"I'm excited to be involved in what some may consider an unusual partnership. However, I truly believe in Domino's Good Choice Range™ because it's healthy, convenient and tastes great. Most importantly, the nutrition in the range fits wholly within my standards," Mr Ponton said.



“All seven Good Choice Range™ meals are less than 390 calories per serve with the two ciabatta style pizza also boasting reduced fat and sodium when compared to Domino’s traditional pizzas.

“Who would have thought you could make such great pizzas for under 390 calories? And both are packed with plenty of protein and contain loads of fibre which is important for health conscious people.”

The Good Choice Range™ includes:

- BBQ Chicken & Mushroom Ciabatta Pizza
- Chicken, Tomato & Oregano Ciabatta Pizza
- Crispy Asian Noodle Salad with a Soy & Chilli Dressing
- Southern Style Chicken Scallops with a Garden Salad
- Oven Baked Sandwich with Crispy Turkey Rissoles & Sweet Chilli Sauce
- Penne Pasta with Roasted Chicken, Mushroom & Vine Ripened Tomato
- Chocolate Mousse (coming soon)

The Good Choice Range will be available in Domino’s stores nationwide from Sunday 31 January, priced from \$6.95 (Chocolate Mousse \$2.95). To place your order, contact Domino’s on 1300 DOMINOS or order online at www.dominos.com.au

All nutritional information for each product is available on selected packaging, in-store, when ordering online and at www.dominos.com.au/goodchoicerange

*The nutrition content of each meal in the Good Choice Range has been independently verified by Simbio Alliance.

For further information, interviews or images please contact:

Sarah Morgan, Domino’s Pizza Public Relations Manager – 0400 750 022 or sarah.morgan@dominos.com.au

Domino’s Pizza Enterprises Ltd and its franchisees have 518 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.

Notes to Editor:

In September 2009 Domino’s announced their commitment to reducing salt content in their proteins, bakery and dairy ingredients by 25% over the next three years as well as reducing the saturated fat content of their proteins and dairy ingredients by 15%

Since making the commitment, Domino’s has already reduced the salt in its Chicken Breasts, Kickers and Wings by 20 percent and its beef product by 18 percent. The Domino’s Chicken Breast alone has had a 50 percent decrease in saturated fat.