



# Hungry to be Better!

*Domino's commitment to a tastier and healthier menu*

## CHOICE

*At Domino's, we are all about offering our customers choice. The choice to order indulgent or healthy treats. The choice to make informed food decisions. The choice to select a pizza with the lot, or something from our gluten free range. Our menu is not a one-size-fits-all. It's designed with you in mind. Whether that be your need to enjoy more vegetables on your pizza or your need for it to be vegan. We look forward to continuing to deliver a menu that is all about YOU! Learn more about what's involved in that process below.*

*Domino's is on a journey to bring you tastier and healthier options.*



## QUALITY & TRUST

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Trust is important to us. Trust that our customers place in our stores and in our brand every single day, with every single order.

It's this trust that drives us to meet and exceed the highest of standards. To work with only the best food suppliers in the country. Suppliers that we hold to these standards ([link to supplier code of conduct document here](#)) and that deliver only the highest quality products. Trust to hold our own stores to these standards when it comes to food safety responsibility. Providing customers with safe, quality food is not only a priority, but it is paramount to our integrity and to our commitment to be hungry to be better. This includes rigorous food auditing and food safety programs.

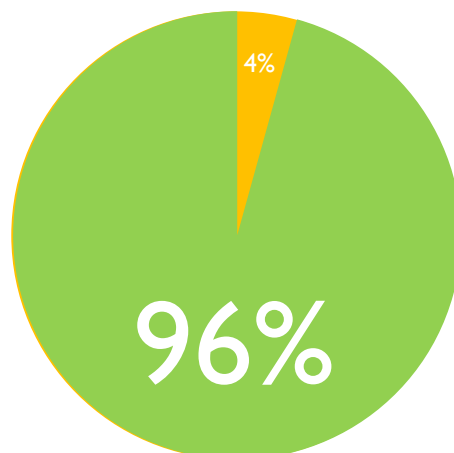
It's the trust customers place in us that motivates and drives our commitment to a tastier and healthier menu that is not only better for our customers, but that is being made with care and pride. It's a journey we are constantly on and one that never stops... After all, we are only as good as the last pizza that went out the Domino's doors.

We are keen to share with you just some of the work being done in this space. It's a team effort and it also takes a lot of feedback from our super passionate, pizza-loving customers.

Thank you for being part of the journey.

## FREE FROM ARTIFICIAL PRESERVATIVES, FLAVOURS AND COLOURS

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**96% of our menu is free from artificial preservatives, flavours and colours with 4% to go.**

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## INITIATIVES

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### **Our Food**

We work hard to continually keep up with changing tastes and consumer demand for natural and preservative free foods. As part of this, we shared our plans to remove all artificial colours, flavours and preservatives from our menu, without compromising taste.

Having worked relentlessly over the past five years to reduce sodium, fats and sugars in our ingredients, we are focused on a menu that is tastier, better and healthier for our customers.

We are extremely proud of our main product, our dough, which contains no artificial colours, flavours or preservatives, is MSG free and is baked fresh daily in our stores.

We now have plans to be equally as proud of our entire menu and what it boils down to is if you can't pronounce it, it shouldn't be in the food – it's all about simplifying the ingredients.

Our popular pizza menu is already MSG free, but the ambitious strategy to remove all artificial colours, flavours and preservatives over the next two years is a significant step in the Company's journey to supreme quality.

Our most popular product, our cheese, has also seen a 25 per cent decrease in fat and our seasoned chicken has seen a 40 per cent decrease in fat. While products such as our ham has seen an impressive 60 per cent reduction in fat. We are so proud that we have worked hard to hit these targets, but we don't plan to stop there!

We don't want to take our customers' treat away. Domino's customers recognise our food is an indulgence, and have responded positively to the ingredient improvements we have introduced. It's about taste and health.



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## Nutritional Information

At Domino's, we are proud to use ingredients that are healthier for our customers, without compromising on the flavour or the value our customers expect from us.

We have worked hard and are proud to report that our pizza menu is MSG free and 96 per cent of our ingredients are free from artificial colours, flavours and preservatives.

We also believe in being transparent with our customers to help them with their food choices. This includes providing all relevant information relating to nutritionals, allergens and additives clearly on our website [\[link\]](#) to help customers choose food that fits into their lifestyles.

As mentioned above we recently reduced sodium and fat across our menu and are committed to removing all artificial colours, flavours and preservatives within the next two years.

## Menu Labelling & Kilojoules

We believe transparency with our customers is important, which is why we share detailed kilojoule information on our menu boards, website and marketing collateral. This includes implementing kilojoule menu labelling across all states and territories. We made this move even before it was mandated by government labelling laws, because it's the right thing to do and because our customers deserve to make informed decisions about their food choices.

## Something for everyone

As mentioned above choice is important to us, which is why at Domino's, we offer something for everyone.



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We will continue to listen to our customers requests and actively explore new ingredient and menu options, including staying ahead of food trends so that we can bring our customers more of what they love.

### **Marketing to children**

Over the past few years, there has been increased concern about marketing to children.

Domino's does not, and will never, market to children. Nor do we feature children in our advertising, whether it be broadcast or non-broadcast as part of our media policy. This includes the use of marketing techniques that appeal to children such as games and toys.

This is something we feel passionately about and is a core driver of our brand values.

### **Food safety**

We take our commitment to food safety very seriously. As part of this, Domino's has a registered Food Safety Program which is reviewed and certified annually. All stores have Food Safety Supervisors who have passed a fully accredited training program. Domino's also has a comprehensive approved supplier program where all suppliers and ingredients are certified to strict food safety standards and accreditations. All stores are required to have 6-week pest control management conducted by external certified pest control technicians.



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# ENVIRONMENT

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## Sustainability

Domino's has a proud history of supporting sustainable food practices and has long-standing relationships with large food suppliers across Australia.

We are committed to supporting local farming and sustainability initiatives, as well as meaningful programs that improve the overall impact of our sustainable food procurement journey.

## E-bikes

Domino's uses electronic pushbikes to increase efficiencies in delivery times and reduce impact on the environment.

Not only do e-bikes help the environment, they also reduce noise in the area and provide a fun, safe and active away for us to deliver pizza to our customers.

Our electronic pushbikes have been designed and modified for our delivery needs, ensuring our drivers can safely deliver piping hot pizzas while doing our bit for the environment.

## Energy efficiency

At Domino's, we are always looking for opportunities to reduce our energy consumption and choose equipment and appliances based on energy efficiency.

The initiatives in this space include some of our stores across Australia and New Zealand converting to solar power to reduce their energy usage and lower their carbon footprint and Tesla powerwalls being installed into our stores in Sydney.



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## **Waste reduction**

We are committed to reducing waste across all of stores in Australia and New Zealand, particularly when it comes to food packaging, which is why our pizza boxes contain recycled papers.

Our pizza boxes are suitable for recycling and we encourage our customers to recycle our pizza boxes and food packaging, if their local council permits.

## **Animal welfare**

We expect our business partners to ensure that any animals involved in the goods or services provided to Domino's are treated humanely.

This includes:

- Ensuring that animals involved in the goods/services provided to Domino's are treated humanely
- Avoiding the use of animals in experiments that cause suffering or distress
- Avoiding cruel or inhumane use of animals in any industrial activity
- Avoiding supporting cruel or inhumane use of animals in any sporting and/or entertainment activities.



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## Domino's Give for Good Program

At Domino's, we understand that there is more to business than just improving our bottom-line. Of course, we are focussed on building a great brand, but we also believe that it is our duty to try and improve the communities in which we operate and the people in those communities.

Domino's operates stores in every state and territory in Australia, from the big cities to the small towns. We are a truly national Australian company, and through our franchisees and our employees we believe in giving where we can, particularly when communities or individuals are doing it tough.

Over the past couple of years, we have developed two major giving programs:

1. **Domino's Partners program** – whereby team members give to other team members in need
2. **Our franchisee led, doughraiser program** – whereby franchisees raise dough from every pizza sold and give back to hundreds of people through local community partnerships.

We have now introduced a third program – Give for Good. This is a registered charity, primarily managed by Domino's Pizza Enterprises Limited (DPE) to collect donations for DPE, customers and head office team members to support registered charities and not for profits across Australia. The Give for Good giving philosophy focuses on four key areas, where we aim to see the outcome or end recipient of our giving, educate and be able to develop sustainable best practices and innovative ideas to help make a difference in:

- Education & Youth Initiatives
- Disaster Relief
- Rural and Remote Communities
- Leadership & Entrepreneur

For more information on the Domino's Give for Good charter and the great work its supporting visit [\[link\]](#).



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