



Domino's Pizza

NEWS

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HAVE BRITAIN'S CELEBS GOT TALENT FOR PIZZA TOPPINGS?

While the nation concentrates on the forthcoming *Britain's Got Talent* final, celebrities from across the country have been testing their talent for creating new pizzas. Stars have been submitting their topping ideas as part of a campaign being run by Domino's Pizza, sponsors of the TV show, to find the next official *Britain's Got Talent* pizza.

Domino's has received fantasy pizza ideas from a complete range of celebrities including British Olympic gold medallists, radio DJs, Ashes-winning cricketers and TV presenters. Among the weird and wonderful suggestions were **Matthew Hoggard**, England bowler and part of the 2005 Ashes winning England side, designed chicken, coconut and pineapple; **Kriss Akabusi**, sportsman and TV personality, requested brie, cherry tomatoes, okra, wilted spinach, scotch bonnets and curried lamb and tuna; **Tina Baker**, broadcaster and journalist, wanted to create a completely calorie-free pizza; **Tony Hibbert**, Everton Football Club defender, chose something typically British – battered fish, hand cut chips and mushy peas, while **John Amaechi**, former NBA basketball player and Special Olympics ambassador, wanted a pizza made by Heston Blumenthal that billows smoke when you cut into it; **Phil Daniels**, actor, chose double Gloucester, mussels and chips, and **Peter Reed**, British 2008 Olympic gold medallist canoer, loved the idea of cheese and tomato with Marmite and Heinz baked beans.

Piers Morgan, journalist, TV presenter and *Britain's Got Talent* judge, also got in on a slice of the action and suggested the *Amanda Holden Treble Decadence*, featuring Kobe beef, laced with peppers and Chateau Latour 1961. Piers said it was “a small but perfectly formed slab of hot, rare flesh with a great bouquet, whose arrival gives great pleasure, and departure merely makes you hungry for more.”

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Robin Auld, sales and marketing director at Domino's Pizza, said: "The nation's celebrities have certainly shown us their creative side when it comes to pizza. The variety of ingredients they've picked from fine dining meats to British staples such as baked beans has also given us an idea of the interesting diets some of the stars have! This series of Britain's Got Talent this has presented some weird and wonderful acts and we're sure the general public will be just as talented when it comes to creating pizzas for our competition."

The Domino's pizza competition is encouraging the general public to showcase its culinary ideas in a bid to create the next official *Britain's Got Talent* pizza. Anyone can enter by suggesting five toppings to add to the classic Domino's base of fresh-baked dough, delicious vine-ripened tomato sauce and Welsh mozzarella, and giving their pizza a catchy name and a reason for their ingredient choices. The winner will receive £10,000 and the ultimate accolade – having their pizza created by Domino's and sold in over 560 stores across the country as the 2010 official *Britain's Got Talent* pizza.

The celebrities submitted their fantasy pizza toppings in return for a donation to the charity of their choice.

For more top celebrity toppings and to enter Domino's pizza competition, log onto www.dominos.co.uk/talent. To find out more about *Britain's Got Talent*, log onto www.itv.com.

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