



Domino's Pizza

NEWS

For immediate release

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FIVE TYPES OF HEAT – REVENGE IS SWEET! DOMINO'S LAUNCHES ITS HOTTEST PIZZA YET

After one of the coldest British winters in living memory, Domino's is this month putting a bit of spice back into our lives with the launch of its hottest pizza yet – Meltdown-The Revenge.

Set to tingle the taste buds of those who are brave enough to take on this fiery pizza, the new addition to the Domino's menu is covered in an array of mouth and eye watering toppings. With five different types of heat in the form of chilli cheese slices, sweet chilli peppers, jalapeños, bird's-eye chilli peppers and American style mustard, as well as ground beef, meatballs and mozzarella, Meltdown-The Revenge has the power to drive even the toughest pizza-eater to tears.

Meltdown –The Revenge is the even hotter sequel to Domino's scorching Meltdown pizza, which first sizzled its way into stores back in 2006.

Robin Auld, sales and marketing director of Domino's Pizza, said: "After one of the country's coldest winters on record, we felt it was time to heat everyone up and put some spice back into their lives. We are hoping that with the arrival of our hottest pizza to date, Meltdown-The Revenge, we will be able to do just that."

So why not challenge your friends, family and colleagues to take on the heat of the Meltdown-The Revenge, now available from Domino's stores across the country. With the African bird's-eye chilli coming in only three places behind law enforcement grade pepper spray on the Scoville heat scale, we guarantee it won't be as easy as you think!

To top off this fiery new addition to Domino's menu, the pizza delivery expert is also introducing a succulent new side of BBQ ribs. These tender pork ribs smothered in sticky BBQ sauce are the perfect, finger-licking accompaniment to any order.

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Every Domino's pizza is hand-made to order using fine, fresh ingredients, like its famous fresh dough, vine-ripened tomato sauce and 100 per cent mozzarella cheese. Plus, with a choice of bases, sauces and tasty toppings, there are around 75 million different pizza combinations for you to choose from.

To grab a slice of the action, call Domino's national hotline 087 12121212, go online at www.dominos.co.uk or visit your local store.

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