



# Domino's Pizza

## NEWS

*For immediate release*

January 23, 2009

### **FAIR FA' YOUR HONEST, SONSIE FACE, GREAT CHIEFTAIN O THE PIZZA-RACE DOMINO'S LAUNCHES ONE-OFF HAGGIS PIZZA**

Domino's Pizza is leading the way in the appreciation stakes for Rabbie Burn's this Burns Night, Sunday 25<sup>th</sup> January. The nation's favourite pizza delivery company has, for the first time ever, created a special one off, Scottish addition – The Haggis Pizza.

The Caledonian cuisine featuring Domino's delicious mozzarella cheese, classic tomato sauce and onions, as well as haggis is available in Scottish stores for one day only – Burn's Night.

Domino's took the unprecedented step to create the one off pizza just for Scotland as not only is it Burns' 250<sup>th</sup> anniversary but as a nod to the fact Scotland is one of the most patriotic nations in the world.

Sean Geddes, franchisee of seven Domino's Pizza outlets in Edinburgh, welcomed the groundbreaking addition to Domino's existing menu: "Burns night is the chance for us to really push the boat out as a nation and celebrate our love for Scotland and I can't think of a better way to enjoy it than by sampling Burns' favourite dish in a contemporary way.

"The haggis pizza has been in development for some time and I've been lucky enough to sample it and I can promise that it tastes brow!"

The world's leading Robert Burns impersonator, Christopher Tait, at the site of his former lodgings in Baxter's Close in Edinburgh where Rabbie stayed on his first visit to Edinburgh in November 1786, received the very first delivery of the haggis pizza today (Friday 23<sup>rd</sup> January 2009) and also addressed it in traditional fashion.

#### **Domino's Pizza Press Office**

Direct Line: +44 (0)1908 580660 Switchboard: +44 (0)1908 580000

Out of Office: (0)7831 299801

Email: [pr@dominos.co.uk](mailto:pr@dominos.co.uk)

**We love to feed the Media Pizza!  
Please contact us for a free Pizza.**

Domino's has teamed up with the National Trust for Scotland and is donating 50 pence from sales of the haggis pizza to support the conservation charity's ambitious plans to develop a brand new Robert Burns Birthplace Museum in Alloway which is scheduled to open in 2010.

David Hopes, Curator of the new Robert Burns Birthplace Museum, said: "Any recognition of Robert Burns and celebration of his life is very much welcomed and we are very grateful for Domino's generous pledge to donate some of the money raised by its haggis pizza to our fundraising effort. The first Burns Supper in 1801 took place in the Burns Cottage so it's appropriate that Domino's Pizza will be contributing to its legacy through their haggis pizza. The museum initiative is ambitious and will help ensure that Burns' legacy lives on for future generations."

The haggis pizza is available from selected Domino's Pizza stores on Sunday 25<sup>th</sup> January. To locate your nearest store log onto [www.dominos.co.uk](http://www.dominos.co.uk)

**-Ends-**