



# Domino's Pizza

## NEWS

*For immediate release*

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### SHOW STOPPING TOPPINGS – DOMINO'S LAUNCHES OFFICIAL BRITAIN'S GOT TALENT PIZZA

To celebrate the third year of its *Britain's Got Talent* sponsorship, pizza delivery expert, Domino's Pizza, has launched a new pizza created especially for this year's series of the top ITV show.

The official *Britain's Got Talent* pizza – the Mexican Sizzler – was designed by 21 year old Emma Johnston from Glasgow as part of a national competition Domino's ran last year. Domino's received 38,000 entries from budding pizza designers and the top three toppings were put to the public vote.

Almost 30,000 votes were cast and Emma was crowned the winner for her spicy combination of chicken fajita slices, crunchy tortillas, green peppers, red peppers and jalapenos on Domino's classic fresh dough base with vine-ripened tomato sauce and 100% mozzarella. Emma scooped £10,000 for her top topping and the Mexican Sizzler goes on sale on April 19, 2010, as the official pizza for this year's *Britain's Got Talent*.

Robin Auld, sales and marketing director of Domino's Pizza, said: "We were staggered by the country's talent for designing pizza in our competition. Emma's Mexican Sizzler really caught the eye (and stomach!) of the nation and we're delighted to launch it on our menu in time for the new series. What better way to watch than with an official *Britain's Got Talent* pizza?"

The Mexican Sizzler – the official *Britain's Got Talent* pizza – will be on sale in Domino's stores across the country from April 19, 2010, for a limited period. To grab a slice of the action, call Domino's national hotline 087 12121212, order online at [www.dominos.co.uk](http://www.dominos.co.uk) or visit your local store.

To find out more about *Britain's Got Talent*, log onto [www.itv.com](http://www.itv.com).

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