



# Domino's Pizza

## NEWS

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### **DOMINO'S PIZZA GROWTH CONTINUES IN ABERDEEN AS FOURTH STORE OPENS THIS WEEK**

The Aberdeen franchise of leading pizza delivery business, Domino's Pizza, expands this week with the opening of a fourth city centre store, after a considerable sales growth across the three Aberdeen stores year-on-year in 2008 – one of which opened just over a year ago.

Following the opening of the first Domino's Aberdeen branch by local franchisee Ian Smith in the city's Kittybrewster area in 2003, it has regularly been one of the top performing stores in Scotland.

The store in Bridge of Don, opening this week, is Ian Smith's fourth franchise in Aberdeen which is bringing an extra 30 jobs to the city, with the Domino's franchise now employing over 140 people in Aberdeen. The store will cover Northern parts of the city which, coupled with the Kittybrewster, Torry and Lang Stracht branches, will ensure Domino's in Aberdeen can now deliver to every address in the city centre.

Ian, of Newmachar, Aberdeenshire, spent 18 years in the oil industry before he decided to pursue a career with more of a commercial focus – and he's never looked back. He said: "I've been a Domino's Franchisee for almost six years now and it gives me an incredible feeling of satisfaction to expand the business throughout Aberdeen. We've experienced a highly rewarding six years, owning one of the top performing stores in Scotland and I hope to emulate that level of success with the new Bridge of Don store."

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The ingredients for such success, Ian, 48, claims, is very simple: "To be a successful franchisee you need to keep your staff and customers happy – it's a very simple formula. The food home delivery sector is performing well across the board in the UK and Aberdeenshire is one of the areas in Scotland that has consistently outstripped other regions when it comes to commercial growth. However, that's not a reason to rest on our laurels – hence the opening of the fourth store. "

Ian and his wife Miriam invested £250,000 in each start-up – for the Domino's Kittybrewster in 2003, Domino's Torry in 2005 and then a third store in Inverness in early 2006 which he sold a few months later. He said: "I was presented with an offer I couldn't refuse for the Inverness store which has worked out extremely well as it means I can now focus on growth in Aberdeen." The Lang Stracht store opened in early 2008.

There are currently 43 stores in Scotland, owned by 19 franchisees. The first store opened in Scotland in Glasgow's West End in December 1996. The first Aberdeen store was the 17<sup>th</sup> to open in Scotland.

**- Ends -**