



Domino's Pizza

NEWS

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DOMINO'S PIZZA HITS THE ROAD

- Moto Hospitality is Domino's latest franchisee -

Domino's, the pizza delivery expert, is set to open up to 43 sites on Britain's motorways as part of a new deal with motorway services operator Moto Hospitality Limited. The first two stores, due to open in the spring, will be on the M4 at Leigh Delamare East in Wiltshire and the M40 at Cherwell Valley in Oxfordshire. Both will open during the early part of 2011. The stores will be franchised, in line with all Domino's sites in the UK, and will be operated by Moto.

The stores will run a full Domino's menu, be open until 11pm in line with traditional Domino's trading hours and allow passengers to order ahead using an iPhone or mobile optimised website, so a delicious, piping-hot pizza will be ready and waiting on their arrival at the services.

Chris Moore, chief executive of Domino's Pizza said: "This is a fantastic new opportunity for Domino's. As we progress towards our target of at least 1,200 stores by 2020, we will be looking at all sorts of non-traditional locations. Motorway services have really developed over the last five years and this is a great chance for us to start feeding hungry road users.

"Giving customers the chance to order ahead – or even place their orders before they set off on their journey – brings a whole new dimension to the service station experience. The delicious taste of a freshly-made Domino's pizza will literally be a few junctions away. All the stores will have a unique phone number like a traditional store too – so if they've got a hands free kit, drivers themselves will be able to place orders for collection."

Tim Moss, chief executive of Moto Hospitality Limited, said: "Domino's is a great brand to have in our portfolio. Over recent years, we have added a range of high street brands to our service stations and the addition of fresh pizza will undoubtedly be very popular with our customers."

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