



# Domino's Pizza

## NEWS

*For immediate issue*

June 21, 2011

### **DOMINO'S PIZZA'S FIRST MOTORWAY STORE IS NOW OPEN**

*- Fresh, hot Domino's pizza is now available at the motorway services at Leigh Delamere -*

Domino's Pizza opened its first motorway store yesterday [Monday, June 20] at the services at Leigh Delamere East, located on the M4 in Wiltshire. This new venture is in conjunction with Moto Hospitality Limited.

Hundreds of passing motorists stopped by the services yesterday and were pleased to learn they could now purchase a fresh, hot Domino's Pizza from the service station. The store is operated in the same way as a traditional Domino's store with pizzas being made from scratch with fresh dough and quality ingredients. The cooking time of a pizza is eight minutes, so by the time someone has picked up a newspaper and a coffee their fresh, hot pizza is ready to take away.

The team Domino's were excited to open the shutters for the first time yesterday and welcome in all their new customers. A wide variety of people stepped up to inspect the new front counter and order a Domino's Pizza, including festival goers, Amy Bull and George Young, who were on their way home from the Beach Break Live Festival, that took place at Pembrey Country Park in South Wales over the weekend. Amy and George were pleased to see the Domino's sign and headed straight for it. George Young said: "We ordered a large Pepperoni Passion – it was delicious and just what we needed after a weekend of partying."

Domino's also fed AA man, Andy Woodward, who stopped at the services to assist a gentleman who had broken down. His customer's car was completely out of action so Andy was pleased to pick up a pizza before he towed the gentleman over 100 miles back to his home town of Cardigan in Wales. Andy Woodward, Technical Specialist Patrol for the AA, said: "You could say Domino's came to my rescue – the pizza was really hot and tasty. I look forward to more Domino's stores coming to service stations, as I am a frequent visitor to these places, so I will enjoy collecting a pizza on my way through."

Chris Moore, chief executive officer for Domino's Pizza said: "Opening our first store on the motorway was a landmark day for us. We are excited to be able to reach out to a new stream of customers and are looking forward to continuing

to do this as we intend to open up to 43 stores with Moto. The opening day was a great success and our fresh, hot pizza was well received by lots of hungry motorists.”

Tim Moss, chief executive officer for Moto Hospitality Limited, said: “We really enjoyed opening the Domino’s Pizza store at our services yesterday. Our customers welcomed hot pizza as another food choice, from the several already available. Domino’s is a very successful, well known brand, that fits nicely with the other brands already located at Leigh Delamere. We look forward to working with Domino’s and seeing this joint venture flourish.”

The store is open from 11am to 11pm every day and customers are able to order ahead by calling the store on 01666 838880. Customers can also order online at [www.dominos.co.uk](http://www.dominos.co.uk) or via the iPhone or Android app.

**-ENDS-**

#### **Notes to Editors**

Domino’s Pizza UK & IRL plc is the leading player in the fast-growing pizza delivery market and holds the exclusive master franchise to own, operate and franchise Domino’s Pizza stores in the UK and the Republic of Ireland. The first UK store opened in Luton in 1985 and the first Irish store opened in 1991.

As at 27 March 2011, there were 672 stores in the UK and the Republic of Ireland. Of these, 530 stores are in England, 47 are in Scotland, 27 are in Wales, 18 are in Northern Ireland, one is on the Isle of Man, 48 are in the Republic of Ireland and one is a mobile unit.

Founded in 1960, Domino’s Pizza is one of the world’s leading pizza delivery brands. Through its primarily franchised system, Domino’s Pizza operates a global network of more than 9,350 Domino’s Pizza stores in over 65 countries. Domino’s Pizza has a singular focus – the home delivery of pizza, freshly made to order with high quality ingredients.

Customers in the UK can order online at [www.dominos.co.uk](http://www.dominos.co.uk) and customers in the Republic of Ireland can order online at [www.dominos.ie](http://www.dominos.ie). In addition, iPhone customers can order by downloading the free Domino’s app.

#### **For more information, please contact:**

The Domino’s Pizza Press Office

Domino’s Pizza Group Ltd

Tel: 0044 1908 580732

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

Ref: DPGL/AL/454