



Domino's Pizza

NEWS

For immediate release

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DOMINO'S AND VIRGIN WINES TEAM UP TO DELIVER GREAT DEALS ON GOURMET PIZZAS AND BOUTIQUE WINES

To celebrate the launch of its new Gourmet range, Domino's, the pizza delivery expert, has teamed up with Virgin Wines to offer customers a luxury dining experience in the comfort of their own homes.

Starting today [September 19, 2011], Domino's pizza lovers will be able to enjoy fantastic savings on a selection of boutique wines, which have been specially matched to the new Domino's Gourmet Range. Simply purchase any Gourmet pizza from Domino's online [www.dominos.co.uk] and get six fabulous bottles from Virgin Wines for just £25. Virgin Wines customers will also benefit from a great money saving deal when they visit www.virginwines.co.uk as they will receive £10 off when spending over £25 on the Domino's Gourmet Range.

Wine Advisors at Virgin Wines have expertly matched each pizza from the Domino's Gourmet Range with one white and red wine. The Rustica pizza has been teamed up with a Barbera and a Sauvignon Blanc to bring out the flavour of the smoky bacon and sweet SunBlush baby plum tomatoes; the spicy Firenze matched with a Shiraz Cabernet Sangiovese and a Gewürztraminer to complement the fiery meat toppings and the Florentine with a Tempranillo and a Chardonnay to set off the pizza's feta cheese and spinach perfectly.

The Virgin Wines deal is being promoted via Domino's ordering website [www.dominos.co.uk], as well as through Virgin Wines' ordering website [www.virginwines.co.uk] and customer emails, case inserts and on the Virgin Wines blog.

Simon Wallis, sales and marketing director of Domino's Pizza, said: "We are delighted to announce this tie-up with Virgin Wines. Our new Gourmet range has been developed to appeal to a wider pizza eating audience and the tasty new toppings and new fresh thin crust make them perfect for enjoying with a great bottle of wine. This promotion will enable us to reach out to more potential pizza eaters, while also offering added value for our existing Gourmet customers."

Jay Wright, Managing Director of Virgin Wines, said: "We're very pleased to be working with Domino's to help promote its new Gourmet range. It's a good fit with Virgin Wines as we too will deliver straight to our customers' doors and the pizzas are a perfect match with a fantastic selection of our wines!"

The Virgin Wines deal is available for a limited period. For more details on Domino's Gourmet Range, log on to www.dominos.co.uk

-ENDS-

Pizza and wine matching notes:

Domino's Gourmet Rustica

Red - Araldica Piemonte Barbera 2010

After the office 'taste challenge' the red wine that worked best with the new Rustica pizza was our Araldica Piemonte Barbera. A soft red that has naturally high acidity and ripe cherry fruit flavours. Matching perfectly with the smoky bacon and enhancing the sweetness of the baby plum tomatoes.

White - Highway 63 Winemakers Reserve Marlborough Sauvignon Blanc 2010

A classic Kiwi Sauvignon Blanc came out on top here. The clean fresh gooseberry and green pepper characters bring out the best in the pizza. Rapier like acidity cuts through the oiliness of the cheese and brings the flavours of smoked bacon and spinach to the fore.

Domino's Gourmet Firenze

Red - The Pioneer South Australian Shiraz Cabernet Sangiovese 2008

The Pioneer South Australian Shiraz Cabernet Sangiovese 2008 was perfect alongside this spicy number. Being Aussie, it is full and powerful, laden with black fruit and spice making these two ideal partners. A splash of Sangiovese in this blend brings a touch of Italian finesse to the palate making the partnership seamless.

White - The Other Side Battle of Britain Gewurztraminer 2011

This selection was based on the relationship between this grape variety and spicy dishes. The fact that it worked so well was still a surprise. A new wine to the range getting rave reviews from customers and staff alike. Winemaker De Wet Lategan has crafted an aromatic, spicy yet dainty Gewürztraminer of exceptional purity.

Domino's Gourmet Florentine

Red - La Pasilla Tempranillo 2010

Often the best wines to match Pizza and pastas are of the simpler breed. This is a case in point. La Pasilla Tempranillo is an uncomplicated glugger that doesn't smother the simple yet charming flavours of this pizza.

White - De Martino 347 Limari Chardonnay 2010

Our close relationship with this organically minded Chilean producer has enabled us to craft wines that deliver way beyond their low pricing. This steely Chardonnay is the most perfect partner to this veggie offering.

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. In April 2011, the Group acquired a majority stake in the exclusive master franchise to own, operate and franchise Domino's Pizza stores in Germany.

As at 26 June 2011, there were 688 stores in the UK, Republic of Ireland and Germany. Of these, 543 stores are in England, 47 are in Scotland, 28 are in Wales, 18 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 48 are in the Republic of Ireland and two are in Germany.

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 70 international markets. 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 and customers in the Republic of Ireland can order online at www.dominos.ie. In addition, mobile customers can order by downloading Domino's free iPad, iPhone and Android apps.

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