



# Domino's Pizza

## NEWS

*For immediate issue*

October 13, 2011

### **LOCAL WINNER SCOOPS A GOURMET LIFESTYLE WITH DOMINO'S**

- Top notch trip to Las Vegas won by local winner -

Andrea Jefferson from Rushden, has scooped a slice of a gourmet lifestyle, thanks to Domino's, the pizza delivery expert. Andrea and her friend Alison will soon be jetting off to Las Vegas for a luxurious five star stay at the Bellagio Hotel on the famous strip with £1,000 spending money.

Domino's ran the competition to celebrate the launch of its new gourmet pizza range and sponsorship of ITV1 television event – *Red or Black?*. Andrea is one of seven lucky winners from across the country who played along online with the TV programme which aired last month. She correctly guessed the outcome of the *Red or Black?* wheel from one of the live shows and was then chosen at random from thousands of entries.

Andrea Jefferson, winner of Domino's gourmet lifestyle competition, said: "I am absolutely delighted to have won – I couldn't believe it when I got the call! I really enjoyed *Red or Black?* and am so excited about jetting off to Las Vegas, thanks to Domino's Pizza. As soon as we get there, we're going to drop our bags at the hotel and go straight out – we can't wait to see the sights and soak up the Vegas atmosphere!"

Andrea will be flying to Las Vegas early next year to enjoy her prize.

Domino's delicious new gourmet pizza range is available in stores nationwide now. To order, log onto [www.dominos.co.uk](http://www.dominos.co.uk) or tap Domino's iPhone, iPad or Android apps.

**-ENDS-**

#### **Notes to Editors:**

Domino's gourmet range includes:

- Rustica – juicy chicken breast strips, naturally smoked bacon rashers, baby spinach and SunBlush baby plum tomatoes
- Firenze – a fiery combination of Ventricina salami, pepperoni and Peruvian roquito peppers

- Florentine – delicious Greek feta cheese, baby spinach and SunBlush baby plum tomatoes

A Gourmet garlic bread is also available, made using the new fresh thin crust base, sundried tomato and garlic sauce and 100% mozzarella cheese

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 25 September 2011, there were 702 stores in the UK, Republic of Ireland and Germany. Of these, 553 stores are in England, 47 are in Scotland, 28 are in Wales, 19 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 49 are in the Republic of Ireland and four 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](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, mobile customers can order by downloading Domino's free iPhone, iPad and Android apps.

**For more information, please contact:**

The Domino's Pizza Press Office

Domino's Pizza Group Ltd

Tel: 01908 580654

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

Ref: DPGL/CM/527