



Domino's Pizza

NEWS

For immediate issue

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QUATTRO FORMAGGIO!

DOMINO'S NEW ADDITION TO GOURMET RANGE

Domino's, the [pizza delivery expert](#), has launched a tasty new addition to its sensational range of Gourmet pizzas. The Quattro Formaggio is now available in all Domino's stores.

Featuring a mouth-watering combination of Mozzarella, Greek feta cheese, Bavarian Blue and Gran Moravia cheeses on Domino's new fresh thin crust base with sundried tomato and garlic sauce, the Quattro Formaggio is Domino's delicious homage to one of the world's best known pizzas.

Quattro Formaggio is the fourth pizza in Domino's luxurious Gourmet range which also includes Rustica – chicken breast strips, smoked bacon rashers, baby spinach and SunBlush baby plum tomatoes, Firenze – Ventricina salami, pepperoni and Peruvian roquito peppers, and Florentine – Greek feta cheese, baby spinach and SunBlush baby plum tomatoes. A Gourmet garlic bread is also available.

Simon Wallis, sales and marketing director at Domino's Pizza, said: "We are delighted to introduce this exciting new pizza to our popular Gourmet range. Quattro Formaggio combines the distinctive flavours and textures of four fabulous cheeses specially handpicked from across Europe. Domino's Gourmet pizzas have been well received by new and existing customers and Quattro Formaggio will give them another great reason to choose the range and enjoy the experience of dining out in the comfort of their own homes."

Grab a slice of the action and order the Quattro Formaggio in-store, online at www.dominos.co.uk or using Domino's iPhone, iPad and Android apps.

-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. 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 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 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

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