



Domino's Pizza

NEWS

For immediate release

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DOMINO'S PIZZA OPENS A NEW STYLE STORE IN BASILDON

- Domino's creates new jobs at new concept store in Essex -

On Christmas Eve, [Domino's](#), the local pizza delivery expert, opened a new style store in Basildon. This store is the first of its kind as it moves away from Domino's traditional high street setting as it is located in a food court, namely within Eastgate Shopping Centre. This new store comes as a welcome boost to the area with the creation of 15 jobs.

This impressive looking store contains many original features for Domino's, including a large seating area, two menu options to choose from – the ready to go range (for people in a hurry) or the more traditional made to order menu. There is also a lounge area containing four iPads available for customer use, not to mention the addition of wraps and curly fries to the menu.

The store is open from 10am to 6pm and is open on a collection only basis. Domino's Pizza is a forward thinking, proactive company that is constantly looking at ways in which to reach out to new customers. By positioning this store within a food court and offering the two different menus, it opens up new opportunities for the brand, who hope to attract a new demographic of customer in the launch of this store.

The 'ready to go' menu contains a list of Domino's six core pizzas available in 7" (personal) or 13.5" (large) only, as well as a choice of wraps and smaller portioned side items. These items are available to collect straight away, fresh and hot from the oven, there is no waiting time. However, customers can always choose to order from the standard made to order menu. These customers will be issued with a flag that has a number of it. After the customer has placed their order, they will be given a flag and asked to take a seat. Then, once the pizza is ready, a Domino's team member will deliver it direct to their table.

Michaela Roberts, marketing manager for the new store, said: "We are really excited to open this new style store in Basildon. This fantastic new concept means we can introduce Domino's to a brand new audience, some who may have

never experienced Domino's before and certainly those who haven't considered it as a lunch option. We have a skilled team of pizza makers and customer service representatives ready to serve the local residents with our delicious piping-hot pizza and hope that this new store will become very popular among the shoppers in Basildon."

The new store has many meal deals on offer including a Tuesday Double Deal – any two large pizzas for £14.99 (only available on Tuesdays). To check out the meal deals and experience the first sit-down Domino's for yourself, pop along and visit the new team at Domino's Pizza, Unit 5, Food Terrace, Eastgate Shopping Centre, Southernhay, Basildon, SS14 1EB.

-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 December 2011, there were 726 stores in the UK, Republic of Ireland and Germany. Of these, 575 stores are in England, 48 are in Scotland, 28 are in Wales, 19 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 48 are in the Republic of Ireland and six 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:

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