



# Domino's Pizza

## NEWS

*For immediate release*

January 27, 2012

### **DOMINO'S PIZZA COMES TO BIRMINGHAM**

*- Actress Pooja Shah officially opens the new store -*

Domino's, the local pizza delivery expert, opened a new store in [Birmingham](#) just before Christmas and yesterday [Thursday, January 26] the staff decided it was time to hold an official opening party. Actress, Pooja Shah, was invited along to cut the ribbon and take part in the celebrations.

The store was colourfully decorated and Danny Domino, the official mascot, was on site to help with the proceedings – when Domino's Pizza comes to town it likes to make sure everyone knows about it! The new store is located on Constitution Hill and comes as a welcome boost to the area with the creation of 25-30 new jobs.

Pooja Shah, famous for her role as *Meena* in the film *Bend It Like Beckham*, is a self confessed Domino's Pizza fan. Pooja, who has also starred in BBC drama, *Missing*, alongside Pauline Quirke as well as starring in *EastEnders* and *Coronation Street*, was given a guided tour of the store and a lesson in pizza making!

Pooja Shah said: "I was really excited to open the new Domino's Pizza store. It was a pleasure to meet the team who were all very professional and welcoming. I had great fun trying to make a pizza – it certainly isn't as easy as it looks! The store looked really smart and it is a very impressive operation. I am sure the local residents are delighted that Domino's is here."

Domino's Pizza's charity of choice, Special Olympics Great Britain, also made an appearance earlier in the week, as some athletes from the local group were invited along to learn all about Domino's.

Mike Day, Chairman of Special Olympics City of Birmingham, said: "We took four athletes along to the new store. They all had a fantastic time and were treated really well by the staff. The group enjoyed their pizza making lesson – but not as much as they did eating the pizza! At the end of the day they were all presented with a junior pizza making certificate – it is a day they will remember for a long time to come."

Muj Yasin, franchisee of the new Domino's Pizza store, said; "It was an absolute pleasure to welcome Pooja Shah to our new store. The team were all very excited to meet her and she was happy to take part in the day's activities. We are so pleased she is a fan of Domino's and is welcome here anytime.

"Our visit from the local Special Olympics athletes, earlier in the week, was also good fun. We like to play an active part in the local community so we enjoy holding visits like this for local charities and schools.

"We have a skilled team of pizza makers, customer service representatives and delivery experts and they are all thoroughly enjoying serving homes in the area with our delicious, piping-hot pizza. The response from customers so far has been great – Birmingham certainly seems to be a town of pizza lovers!"

To place an order, you can visit the new store at 110 Constitution Hill, Birmingham, B19 3JS or call them on 0121 233 3000. Alternatively, you can order online at [www.dominos.co.uk](http://www.dominos.co.uk) or using Domino's iPad, iPhone 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 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](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.

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