



Domino's Pizza

NEWS

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SHOW DOMINO'S YOUR PIZZA TALENT TO WIN £10,000

- Domino's launches competition to create the next Britain's Got Talent pizza –

Pizza delivery expert, Domino's Pizza has launched a nationwide competition to find a new pizza for its menus in 2010. The competition is part of the Company's sponsorship of the hit ITV show *Britain's Got Talent*.

The Domino's competition is encouraging the general public to showcase its culinary ideas in a bid to create the next official *Britain's Got Talent* pizza. The winner will receive £10,000 for their entry and the ultimate accolade – having their pizza created by Domino's and sold in over 550 stores across the country as the 2010 official *Britain's Got Talent* pizza.

The competition is running alongside the new series of *Britain's Got Talent*, which has just returned to our screens. To enter, consumers simply need to submit their ideas via the Domino's *Britain's Got Talent* microsite – www.dominos.co.uk/talent. Entries will be shortlisted and judged by a panel of pizza loving experts, with the winning design chosen at the end of the summer.

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This is the second year of Domino's highly successful sponsorship of *Britain's Got Talent*. The last series delivered a number of top-selling Saturdays for Domino's as the TV show became compulsive viewing with the general public. Homes across the UK treated themselves to a pizza while tuning in to see the best (and worst!) of the nation's talents including lawyers dancing to Michael Jackson with brooms, OAPs whistling opera-style and performing pets, all vying for a spot in the final.

Robin Auld, sales and marketing director at Domino's Pizza, said: "We've all seen the weird and wonderful talents of the nation on *Britain's Got Talent* and we're confident this new competition will find us the pizza equivalent of George Sampson! Entries can include any toppings, sweet or savoury, so if you've always dreamed of creating a British themed sausage and gravy pizza, hotting things up with a chilli con carne topping, or even covering a base in chocolate fudge sundae, this is your chance to prove to us it would be a best seller.

"As well as picking any five toppings to add to the classic Domino's base of fresh-baked dough, delicious vine-ripened tomato sauce and Welsh mozzarella, we are asking people to give their pizzas a catchy name and a reason for their ingredient choices.

"I'm expecting to see some incredible creations – if you thought Heston Blumenthal's snail porridge was unusual, just wait until you see the creations from Domino's aficionados across the UK."

For more information on Domino's Pizza, visit www.dominos.co.uk. To find out more about *Britain's Got Talent*, log onto www.itv.com.

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