



Domino's Pizza is 20!



Delivering Something Different

On the 28 July 1985, the concept of home delivered pizza was born when Domino's opened its first UK store in Luton, Bedfordshire. While Britons were listening to Aha's first number one hit, watching Martina Navratilova win her 100th tennis tournament and congratulating Ronald Reagan on his second term in office, the people of Luton were the first in the country to enjoy piping-hot home delivered pizza from Domino's. This previously untapped phenomenon would go on to sweep the nation and become the UK's most popular home delivered meal, with Domino's pioneering this new and thriving market.

Here's all you knead to know about the UK's pizza delivery experts...

- Since opening its door, Domino's estimates it has sold nearly 100 million pizzas! Domino's now sells more pizza than its main competitors combined.
- The UK is the largest international market for Domino's Pizza outside of the US.
 - There are now over 330 Domino's Pizza stores, 140 franchisees and nearly 9,000 full and part-time employees in the UK who make and deliver over 35,000 pizzas every day.
 - Domino's can now deliver to over 7 million households in the UK, compared to just 30,000 in 1985.
 - The largest pizza order in the UK from a Domino's Pizza store was placed in 2005 when Barclays Bank and the Woolwich ordered 1,708 pizzas for staff in 805 different outlets.
 - The South East is the pizza hotspot of the UK, accounting for more than a third of all Domino's Pizza sales in the UK in 2004.
 - Pizza to the stars – Justin Timberlake, Caprice and McFly are all Domino's pizza fans. While Justin favours cheese and tomato, Extravaganza pizza and chicken dunkers, Danny Jones from McFly loves Texas BBQ™.



Pizza Pioneers



- Pioneering technological developments from the outset, Domino's is the only pizza delivery company to offer so many ways to order home delivery pizza. Customers can order via their local store phone number, national hotline 087 12121212, online at dominos.co.uk, through Sky Active interactive television or call into their local store for those who wish to collect. To find the nearest store, customers can text 61212.
- Among its many inventions, Domino's was the first pizza delivery company in the world to introduce HeatWave™ technology – a heated hot bag using N.A.S.A technology to minimise heat loss during delivery. Domino's also invented the solution to soggy pizza by developing the first ever corrugated pizza box.
- In order to raise the standards of delivery efficiency Domino's has been at the forefront of delivery innovation since 1985. Domino's Test Base provides a forum to research and test new delivery innovations like the Hoverboard, GPS trainers for delivery drivers and even pedal bike delivery – not quite as sci-fi but a huge advantage in congested towns!

Top This!

- In 1985 there were just 12 pre-set pizza choices on the Domino's menu when it opened in Luton. Now there are 20 toppings, three bases, three sauces and two different cheese types – a total of 66 million different combinations. The option to 'Create Your Own' pizza is more popular in the UK than in any other country, with over a third of customers choosing to customise their pizzas.
- The UK's favourite pizza is Pepperoni Passion® (pepperoni and extra cheese) closely followed by the Texas BBQ® pizza (BBQ sauce, roast chicken, smoky bacon, green peppers and onion). While much has changed since 1985, our passion for pepperoni hasn't – this has been Domino's best selling pizza for 20 years.
- In 2004 Domino's introduced the UK's first double decker pizza – Double Decadence® and Delight Mozzarella, a reduced fat mozzarella with 33% less fat.
- If the 100 million pizzas sold by Domino's in the UK since 1985 were placed end to end they'd stretch around the world 12 times.
- Domino's delivery drivers have travelled approximately 260 million miles since 1985 – that's like driving from London to Melbourne 23,000 times.
- 25,384 tons of mozzarella cheese, 1,200 tonnes of fresh, vine-ripened tomato sauce, 3,438 tonnes of long-cured pepperoni, 2,446 tonnes of Danish ham, 2,707 tonnes of fresh mushrooms and 2,469 tonnes of chicken breast have been used to make Domino's pizzas since 1985, the equivalent of over 25,000 adult giraffes.
- Domino's occupies 357,000 sq. ft. of retail space, that's the equivalent of 74 full-size football pitches.
- In November 2004, Domino's Pizza UK broke the Guinness™ World Record for the furthest food delivery. The pizza was made at the Domino's Pizza store in Feltham, Greater London and delivered to the set of Neighbours in Melbourne, Australia – a total of 10,532 miles away.



Pizza Milestones

28 July 1985	First Domino's Pizza store in the UK opens in Luton, Bedfordshire
1989	Peter Hiles, becomes the first Domino's franchisee to open a store in Stapleford on 4 July. He is quickly followed by two other franchisees who open stores in West Swindon and Hadleigh. People still stare in amazement when pizza is delivered to their doors from 40 Domino's stores
1991	First Irish store opens in Dublin
1995	The 100 th store opens in Purley, Greater London
1996	First Scottish store opens in Glasgow alongside a new commissary in Cumbria
1997	<ul style="list-style-type: none"> •The first Welsh store opens in Cardiff •Domino's is first to trial interactive TV ordering, with Yes Television in Wales. Domino's launches its UK website www.dominos.co.uk and trials online ordering
1996	BSE in Britain sees Domino's sales rise 25% with many customers turning their backs on burgers and tucking into pizzas instead. This year Domino's achieves 12% market share
1998	<ul style="list-style-type: none"> •The world's first ever online order is placed •A new headquarters for the UK and Ireland is built in Milton Keynes together with a commissary •Domino's launches its sponsorship of The Simpsons on Sky One •World Cup fever sends UK sales soaring, with 100% increases reported during England's opening game against Tunisia
1999	<ul style="list-style-type: none"> •The 200th store opens in Docklands, London •Online ordering and Interactive TV ordering go national. After just 18 weeks e-commerce channels account for 2% of UK sales
2000	<ul style="list-style-type: none"> •First pizza delivery company to introduce heated delivery technology called HeatWave™ •A new commissary in Ireland is opened to service a growing number of stores – previously supplies were ferried across
2002	New research by the Future Foundation predicts the pizza delivery industry will double in size by 2010
2003	<ul style="list-style-type: none"> •The 300th store opens in Aldershot, Hampshire •The world's first hover board delivery is trialled
2004	<ul style="list-style-type: none"> •Domino's Pizza wins BFA 2004 Franchisor of the Year •Domino's Pizza delivers a pizza from Feltham to Melbourne, breaking the Guinness™ World Record for the furthest pizza delivery
2005	First company to introduce bicycle pizza delivery to London
28 July 2005	Domino's Pizza's 20 th anniversary
The future	Watch this space

Financial Summary



	2004	2003	2002	2001	2000	1999
System sales (£m)	174.3	142.3	118.9	98.4	76.1	63.5
Group turnover (£m)	74.2	61.6	53.1	43.8	32.5	25.6
Operating profit (£000's)	9138	5,966	4,563	3,214	2,457	2,058
Profit before tax (£000's)	8821	6,537	4,239	2,862	2,189	1,848
Earnings per share (pence)	13.23	9.02	5.6	4.00	2.61	1.91
Dividends per share (pence)	5.25	3.5	2	1.33	0.8	0.71
Shareholders' funds (£000's)	13316	10,370	11,701	9,598	8,098	7,412
Net (indebtedness) (£000's)	-4218	-4,243	-6,308	-5,760	-5,663	-156
Capital gearing (%)	31.70%	40.92%	53.90%	60.00%	69.90%	2.10%
Stores at start of year	318	269	237	215	201	175
Stores opened	40	50	34	24	22	29
Stores closed	(1)	(1)	(2)	(2)	(8)	(3)
Stores at year end	357	318	269	237	215	201
Corporate stores at year end	18	17	35	34	31	14
Like-for-like sales growth (%)	6.60%	7.40%	11.20%	21.40%	4.80%	5.60%

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