



NEWS



DELIGHT MOZZARELLA - FACT & FIGURES

Domino's Pizza has reached another milestone in its quest to find the perfect pizza for everybody, becoming the first national pizza company to introduce a 33% reduced-fat mozzarella cheese – "Delight" Mozzarella.

THE SCIENCE

Balancing the needs of customers who want a reduced fat cheese with the need for quality, taste and mouth-feel is a huge challenge but that's where the science kicks in...

Whole and skimmed milks* are blended together in cheese vats and cultured using specially selected bacteria which is added after pasteurisation. For Delight Mozzarella, more skimmed milk is used alongside a unique, patented cheese-making recipe.

Vegetarian rennet is then added to coagulate the mixture. Cutting the coagulum then commences to separate out the whey from the curd. The whey is drained off, the warmed curds separated and then the curds are kneaded in hot water prior to being salted, moulded and then finally cooled in a brine bath.

The end result is a mozzarella cheese that has less fat but more cheese protein (casein). Usually, increased casein and reduced fat means hard cheese but using this unique recipe helps to soften the protein by a process called proteolysis which is key to ensuring that the classic mozzarella qualities of stretch, taste, mouth-feel and browning are retained.

*Mozzarella used in Irish Domino's stores is made from Irish milk and mozzarella used in UK Domino's stores is made from Welsh milk.

THE CHOICE

Before the launch of Delight Mozzarella there were 100,663,296 choices on a typical Domino's Pizza menu. There

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008

Out of office: +44 (0)7909 928 016

email: pressoffice@dominos.co.uk

**We love to feed the media!
Please contact us for a free pizza.**



NEWS



are now **176,160,768** choices and this excludes 'Half and Half' which is an option to enable customers to have two pizzas in one.

Total number of toppings at a typical store (excluding 'guest' toppings)	21	Ground beef, ham, herbs, pepperoni, tuna, sausage, smoky bacon, chilli beef, roast chicken, tandoori chicken, tomatoes, sweetcorn, pineapple, mushrooms, banana peppers, green peppers, jalapeno peppers, olives, onions, anchovies and roasted vegetables.
Total number of sauces	3	Vine-ripened tomato sauce Sun-dried tomato and garlic sauce BBQ sauce (zero, light, normal or extra portion available)
Total number of bases	1	Hand-tossed fresh dough ball available in different thicknesses at some stores
Total number of cheese options	2	Traditional Mozzarella Delight Mozzarella (zero, light, normal or extra portion available)

THE NUTRITION

	100g Traditional Mozzarella	100g Delight Mozzarella
Kcal	284	242
Kj	1182	1011
Protein	24g	30.1g
Fat	20g	13g
- of which saturated	12.66g (63.3%)	8.23g (63.3%)
- of which monounsaturated	6.8g (33.8%)	4.4g (33.8%)
- of which polyunsaturated	0.6g (2.9%)	0.4g (2.9%)
Carbohydrate	0g	0.1g
Salt	1.5g	1.4g

-ENDS-

DOMINO'S PIZZA PRESS OFFICE

Direct Line: +44 (0)1908 580 672 Direct Fax: +44 (0)1908 588 008
 Out of office: +44 (0)7909 928 016
 email: pressoffice@dominos.co.uk

We love to feed the media!
Please contact us for a free pizza.