

# NEWS



29 January 2007

## Domino's Pizza to remove all hydrogenated fats from the menu

Domino's Pizza, the UK's leading pizza delivery company, today announces that it will remove all hydrogenated fats from its products by the end of July 2007. The company's efforts to date mean that all of its hand made pizzas and side orders are already free from hydrogenated fats and, with a small adjustment to its desserts and thin base crust, the menu will be free from them altogether.

The removal of hydrogenated fats is a first in the pizza sector and forms part of Domino's ongoing commitment to providing customers with premium quality food and clear nutritional information.

In 2004, the company became the first pizza delivery company to introduce a reduced fat mozzarella – 'Delight' - and the first to introduce a comprehensive Food Guide that lists the nutritional and allergen content of its products. All of Domino's Pizza's food is GM free and its ready-made products and pizza ingredients are regularly tested to ensure they contain no genetically modified organisms.

Chris Moore, Domino's Deputy Chief Executive, says, "Our average customer may order from us just once every five weeks but we still have a responsibility to provide and promote top quality ingredients and choice to consumers. Removing hydrogenated fats actually improves the quality of our ingredients, whilst maintaining their great taste. We realised that, if we're going to the extra trouble of making fresh dough instead of using frozen bases, and using real mozzarella cheese instead of manufactured cheese substitutes, the use of hydrogenated fats was inappropriate."

Public Health Nutritionist, Dr Beckie Lang, comments, "It's great news to see Domino's removing the hydrogenated fats from its products. This complements the Domino's portfolio, which already includes a reduced fat Mozzarella option,

### **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](mailto:pressoffice@dominos.co.uk)

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offering consumers who are conscious of their fat intake with a real choice. Importantly, the fact that Domino's can do this makes it clear to others in the pizza market that this is something that is possible and a move that should be encouraged."

**ENDS**

**For further information, please contact:**

Rachel Wattel, Domino's Pizza: +44 (0)1908 580672 / Rachel.Wattel@dominos.co.uk

Jennie Hudson, Lexis PR: +44 (0)207 908 6496 / jhudson@lexispr.com

Sara Barrow, Lexis PR: +44 (0)207 908 6488 / sbarrow@lexispr.com

**Notes to Editors:**

- Domino's Pizza Group Limited is the leading operator in the UK and Ireland's fast-growing pizza delivery market and is a subsidiary of AIM-listed Domino's Pizza UK & IRL plc (symbol: DOM). Domino's Pizza Group Ltd holds the exclusive licence to own, operate and franchise Domino's Pizza stores in the UK and Ireland. The first UK store opened in 1985 and the first Irish store opened in 1991.
- As at 9 January 2007, there were 451 stores in the UK and Ireland. Of these, 361 stores are in England, 34 are in Scotland, 15 are in Wales, 11 are in Northern Ireland and 30 are in the Republic of Ireland.
- Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery. Through its primarily franchised system, Domino's operates a global network of over 8,000 stores in more than 55 countries.
- As part of a commitment to delivering more to the communities served by its stores, Domino's Pizza is proud to support Special Olympics GB and Special Olympics Ireland.
- Further information and photography is available from Lexis Public Relations on + 44 (0)207 9086576 or [dominos@lexispr.com](mailto:dominos@lexispr.com) or at the Media Centre on [www.dominos.co.uk](http://www.dominos.co.uk).

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