



Domino's Pizza

NEWS

For immediate release

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DOMINO'S LAUNCHES 'STORE ON WHEELS' TO DELIVER PIZZA AT TOP UK EVENTS

- New mobile unit to cater for festival and event goers -

Famed for its pizza deliveries, Domino's Pizza has decided to go one better and transport the whole store to its customers. The company has launched an innovative new mobile unit to bring freshly made, piping hot pizza to the masses at outdoor events across the UK.

The unit – which is believed to be the biggest mobile food unit in Britain at 11.5 metres long – weighs 14½ tonnes and contains everything from a typical Domino's store including twin ovens and cold room on an articulated truck. It has been created to a bespoke specification to replicate the look and feel of a Domino's store, from the pizza makeline right down to the customer counter.

With up to 11 people working a shift at any one time, the unit can produce 160 pizzas per hour to cater for hungry festival and event goers. Domino's will be selling three of its most popular pizzas – Pepperoni Passion, Hawaiian and Cheese and Tomato – by the slice and as whole pizzas.

Domino's mobile unit is the brainchild of Scottish franchisees Sean Geddes and Chris Forrester. Sean Geddes explains: "In the summer months, our customers are typically making the most of the weather at various events the country. We wanted to develop a way to continue serving their need for delicious Domino's pizzas and worked with Domino's head office to create a mobile unit that could bring the store to our customers, wherever they are."

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Chris Forrester continues: “The mobile unit has taken 20 months to create and it’s really exciting to see our initial idea transformed into a fully functioning ‘store on wheels’. The unit is the perfect way to bring our piping hot pizza to the complete range of outdoor events and we can’t wait to hit the road!”

The mobile unit will make its debut appearance at this weekend’s Download Festival at Donington Park, before heading off on a tour of other top UK festivals and events including T in the Park, T4 on the Beach and World Superbikes.

Domino’s Pizza is renowned for its innovations in the pizza delivery industry. In 1999, Domino’s became the first pizza delivery company in the world to offer nationwide internet and interactive television ordering. In 2008, Domino’s introduced *Domino’s Touch* – a new bespoke touch screen in-store ordering system for customers.

For more information on Domino’s mobile unit or if you are interested in it attending your event, contact Sean Geddes and Chris Forrester by emailing sean@dominos-events.co.uk and chris@dominos-events.co.uk or call 0131 555 6612. For further details on Domino’s Pizza, log onto www.dominos.co.uk

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