



NEWS



Friday 25TH JUNE 2004

Pizza Lovers Get A Choice of Cheese

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 reduced-fat mozzarella cheese.

Domino's "Delight" Mozzarella tastes, feels and acts like normal mozzarella – something previously impossible but now achievable thanks to the natural wonders of dairy science.

What's more, today's launch of the company's new 33% less fat mozzarella has seen the total number of pizza combinations on a typical Domino's Pizza menu shoot up to 176,160,768, reaffirming pizza's long-held place as the world's most flexible and appealing food.

Dozens of reduced-fat mozzarellas were tested by Domino's cheese experts and each failed the necessary five-point "sensory" evaluation (taste, look, smell, stretch and mouth-feel). The company couldn't find anything that performed in the same unique stretchy way as traditional mozzarella - until today! Thanks to dairy industry advances and a lot of trial and error, Domino's can now offer a reduced fat mozzarella that still uses the same natural ingredients and age-old cheese-making methods.

Reduction of fat in any cheese is known to adversely affect its quality and make it difficult to melt. Since mozzarella cheese is already lower in fat than most cheeses (20-22% fat compared with around 30% for a typical Cheddar), any further fat reduction can make it tough and tasteless. This toughening occurs because when fat globules are reduced the complex network of protein strands in the cheese gets pulled more tightly together, making it harder to melt apart

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under heat and quick to cool and harden.

Domino's Pizza expert Chris Moore said, "For pizza companies, who are the biggest buyers and sellers of mozzarella in the world, tough and tasteless mozzarella has to be avoided at all costs. In the past, reduced fat mozzarella would quickly set hard around the pizza's sauce and toppings. This has the effect of making the pizza taste and feel like it's a day old, even when it's fresh from the oven.

"Customers get cross if they can't have that famous 'string pull' effect which is a clear sign of a fresh-baked pizza. Delight Mozzarella has overcome the problems we've encountered with other reduced-fat cheeses on trial and we think it's very hard to spot the difference."

Dr Beckie Lang, a registered nutritionist, comments on Domino's innovation, "Delight Mozzarella is a positive development for the pizza industry and consumers. It means that consumers with the desire to reduce fat in their diets can enjoy pizza without feeling guilty and without having to compromise on taste or pay extra. The good news is that the cholesterol-raising saturated fat content has been significantly lowered – a bonus for heart health."

In terms of nutrition, the cheese contains 30% less fat and, per 100g, it contains 0.1g less salt, 44 fewer calories and 6.1g extra protein.

-ENDS-

For further information, please contact the Domino's Pizza Press Office.

NOTE:

The full scientific facts are available on request together with a selection of photography.

Dairy Industry Association Ltd. Expert Dr Ted Komorowski is available for comment upon request.

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