



# NEWS



November 2004

## -INDULGENT BRITS UNCOVERED-

According to new survey by Domino's Pizza

Sulky superstar Elton John has been voted the most self-indulgent celebrity of all time. The highly-strung singer beat bizarre star Michael Jackson and the 'ultimate footballer's wife' Victoria Beckham to the over-the-top title.

Posh was one of five Brits in the Top 10, along with hubby David, troubled footy legend George Best and actress Liz Hurley.

According to a poll of 2,000 people by Domino's Pizza, to mark the launch of new Double Decadence™, the UK's first double-decker pizza, a quarter of Brits would happily follow in the stars' designer footsteps, saying they indulge themselves "whenever possible," although it's money – not guilt or time– that prevents them from doing it more often. A total of 56 per cent said cash restraints stopped them doing more, while only a third said it was guilt and surprisingly only 23 per cent said that time was a factor.

Shockingly, the survey also revealed that Brits are more likely to pamper themselves over partners, children and other members of their family and are even more likely to *treat their pets than their friends!*

The indulgence findings found that 60 per cent of folk give in to temptation and splash out in some way every week, while 20 per cent indulge themselves every day. It was also revealed that many people like to enjoy their 'me' time in splendid isolation – a quarter said their favourite way to indulge was by having the run of the house to themselves.

New Double Decadence™ is the perfect way to relax and indulge at home – especially with family, a partner, or friends! It has two thin and crispy dough bases sandwiched together with a layer of mouth-watering, creamy cheese and herb sauce. If you've had a hard day at the office and deserve to indulge, Double Decadence™ is the answer! Double Decadence™ can be customised with any combination of fresh and delicious toppings so whether you're tempted by Pepperoni Passion® or want to spice things up with

### DOMINO'S PIZZA PRESS OFFICE

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# NEWS



a sizzling Hot and Spicy, you'll find the perfect pizza to get your teeth into.

## Top 10 Most Self-Indulgent Celebrities of All Time

1. Elton John
2. Michael Jackson
3. Victoria Beckham
4. Jennifer Lopez
5. Elizabeth Taylor
6. Elvis Presley
7. David Beckham
8. George Best
9. P Diddy
10. Liz Hurley

## Other key findings include:

- Chocolate is the nation's biggest indulgence (42%) followed by wine, pizza, curry and cakes
- A third of Brits enjoy indulging after work in front of the TV, whereas only 18% enjoy indulging on the weekend
- One in three British mums are the most indulgent member of the family

Domino's Pizza is dedicated to delivering the freshest, tastiest and hottest pizzas on time, every time. With more than 330 stores nationwide every Domino's Pizza is made to order.

-ENDS-

For further information, please contact the Domino's Pizza Press Office at Cohn & Wolfe on 020 7331 5300.

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## Notes to editors:

- The launch of Domino's Delight Mozzarella, the mozzarella cheese with 33% less fat than regular mozzarella in July this year saw the total number of pizza combinations on a typical Domino's Pizza menu shoot up to 176,160,768. The launch of Double Decadence™ this week sees the number of options available increase to well over 2 million, reaffirming pizza's long-held place as the world's most flexible and appealing food.
- To order Domino's Pizza call the national hotline 087 12 12 12 12 and you will be put through to your nearest store. You must reside within a Domino's Pizza delivery area to use this service.

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