



# Domino's Pizza

## NEWS

*For immediate release*

February 7, 2011

### **VIVA ESPAÑA! DOMINO'S LAUNCHES SIZZLING NEW PIZZA**

*- New Spanish Sizzler plus exclusive pizza preview for Facebook fans -*

Domino's, the pizza delivery expert, has launched the Spanish Sizzler – a mouth-watering new pizza to tickle your taste buds this spring. To celebrate, Facebook fans can exclusively try the pizza seven days before it goes on general sale.

The Spanish Sizzler brings a combination of fiery heat and sweetness using classic chorizo sausage and hand-picked roquito peppers, combined with juicy roast chicken and green peppers. These tasty toppings are added to Domino's fresh dough base, along with vine-ripened tomato sauce and 100 per cent mozzarella cheese to create a Spanish feast fit for any señor or señorita.

To promote the launch of the Spanish Sizzler, Domino's is running a special preview campaign on Facebook. From today [February 7, 2011], fans of Domino's UK page will be able to order a large Spanish Sizzler for just £9.99 and try the tasty new pizza a week before it goes on general sale. To grab the offer, fans just need to log on to Facebook and click through to [www.dominos.co.uk](http://www.dominos.co.uk) where the new pizza will automatically be added to their checkout basket.

James Millett, multimedia manager at Domino's Pizza, said: "We've had great response to our Facebook page over the past few months so as a special thank you, we wanted to offer our 127,000 (and counting!) fans a sneak preview of the Spanish Sizzler. We can't wait to log on and see what our online amigos make of the new pizza."

The Spanish Sizzler will also be available as an oven-baked sub in stores nationwide from February 14, 2011. Featuring all the ingredients from the pizza served in a freshly baked ciabatta, the sublime Spanish Sizzler sub is ideal for livening up lunchtimes.

Find Domino's on Facebook at [www.facebook.com/DominosPizza](http://www.facebook.com/DominosPizza). To grab a slice of the action, go online at [www.dominos.co.uk](http://www.dominos.co.uk) or visit your local store.

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