



Media Release

FOR IMMEDIATE RELEASE

16 September 2009

Domino's commits to slicing salt content by 25%

Domino's Pizza has announced their commitment to reducing salt content in their proteins, bakery and dairy ingredients by 25% over the next three years.

This salt content reduction is inline with the UK Food Standard authorised level used by The Australian Division of World Action on Salt and Health (AWASH).

Since these targets were set by the Company in June 2009, Domino's has already reduced the salt in its three chicken products; chicken breast, kickers and wings by 20%, bacon by 26%, garlic bread by 17% and thin premix (dough) by 22%. These changes have already been implemented through all stores.

Domino's is continuing to work with suppliers to increase quality of its products while decreasing the salt in key ingredients. It is also intended to look at reducing saturated fat in dairy and protein ingredients.

Domino's NZ General Manager Ryan Bohm said these significant targets were the Company's short term goal, with a longer term goal to reduce the salt content even further.

"The reduction of salt in our ingredients is a complex but necessary task for the health and wellbeing of our customers. We know it is the right thing to do, however at the same time we need to make sure we don't compromise on taste or quality," Ryan said.

"We don't want to shock customer's perception of flavour by altering the products too suddenly, that's why we have implemented this three year plan.

"Salt is a functional ingredient. For taste, cooking and preservative reasons it is vital we still maintain a certain level of salt in all our ingredients. If customers are worried about their salt intake, they can customise their pizza when ordering to make it healthier by choosing vegetables, chicken or beef toppings," Ryan said.

'Nutritional information about all our pizzas is available on our website and on the back of our pizza boxes to allow our consumers to make informed choices.'

Domino's Quality Assurance department lab tests ingredients to confirm reduced salt and saturated fat levels are correct.

Domino's Pizza Enterprises Ltd and its franchisees have 75 stores across New Zealand, employing more than 1,500 part-time and full-time staff and making more than 5 million pizzas each year.

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