



media release

29 November 2010

Domino's Square Puff gives customers box full of pizza

Domino's Pizza has today launched its new Square Puff pizza, giving customers a full box of pizza.

Josh Kilimnik, General Manager of Domino's Pizza, says the Square Puff pizza is unique to Domino's and focuses on giving customers a premium quality product for amazing value.

"Our customers expect great value from us and we are committed to continuing to offer fantastic products at a great price. However, at the same time we want to push the boundaries and give customers a unique product packed full of quality ingredients which offers great value," says Kilimnik.

"The new Square Puff pizza is all about giving customers a full size, larger pizza on an indulgent Square Puff pastry crust topped with premium ingredients," says Kilimnik.

Over the past 18 months, Domino's menu has undergone a huge transformation, from the launch of the Good Choice Range and Oven Baked Sandwiches to the revamp of their Supreme pizza and introduction of a new tomato sauce with 40% more herbs and a little more zing.

As part of the Square Puff promotion Domino's is also launching a new pizza, the Double Beef and Bacon with ground beef, real rasher bacon and pepperoni finished off with American-style mustard and mozzarella cheese.

From today customers can get any Traditional or Value pizza, including the new Double Beef and Bacon, on Square Puff from just \$7.90 pick up (please note a surcharge applies for the Big Taste range on Square Puff). To place your order, contact Domino's on 0800 30 40 50 or order online at www.dominopizza.co.nz.

About Domino's Pizza:

New Zealand and Australian owned and operated, Domino's Pizza and its franchisees have 522 stores across the two countries, employing more than 14,500 casual and full-time staff and making more than 50 million pizzas each year.

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