



Media release

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***Don't Be Afraid To Hit The Beach This Summer – with Domino's You Can Have Your Chips – and Eat Them Too!***

Suntan lotion, strawberries, string bikinis, straw hats and sarongs – summer time is nearly upon us! Start your season with a bang and don't be afraid to hit the beach this summer – because with Domino's you can have your chips – and eat them too!

Domino's new Low-Fat Chips are both healthier and tastier than ever before, using better quality ingredients and a tasty seasoning with the perfect balance of salt and black pepper and a hint of garlic and paprika.

Even better – Domino's new Low Fat Chips are virtually guilt-free, with just 6.3g (with chicken salt) and 6.5g (without chicken salt) of fat per 100g, so you can enjoy a tasty treat without compromising your bikini body this summer!

Domino's new Low Fat Chips are freshly oven baked – not fried – and are presented in a fun nod to the packaging us Kiwis know and love – newspaper! It's no secret that better ingredients equal better taste and that's exactly what you'll enjoy with Domino's new Low Fat Chips – delicious without the devilish results!

Whether it's a night in or a takeaway picnic in the sun, Domino's new Low Fat Chips are the perfect accompaniment to your favourite Domino's fare – be the first to try some today!

Domino's new Low Fat Chips are available now at an RRP of \$3.90 each. For more information, visit [www.dominospizza.co.nz](http://www.dominospizza.co.nz)

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Written on behalf of Domino's by Impact PR. For further information or images, please contact Fleur Revell-Devlin [fleur@impactpr.co.nz](mailto:fleur@impactpr.co.nz) (ph. 021509600) or Mark Devlin, [mark@impactpr.co.nz](mailto:mark@impactpr.co.nz) (ph. 021509060).

### About Domino's:

Domino's Pizza Enterprises Limited is Australia's only publicly-listed pizza company and is the master franchisor for the Domino's Pizza brand in Australia, New Zealand, France, Belgium and The Netherlands. Domino's and its franchisees have 782 stores across five countries, employing more than 16,000 part-time and full-time staff and making more than 60 million pizzas each year.