



Media release

3 October 2011

Go Troppo For Domino's New Hawaiian Pizza!

There's nothing better than the warm breezes and soft shores of the Pacific – so kick back and enjoy the summer season with a taste of the tropics, thanks to Domino's new and improved Hawaiian Pizza!

Domino's new and improved Hawaiian Pizza boasts sweet and juicy pineapple, high quality champagne ham and 33 per cent more mozzarella cheese – a deliciously different way to enjoy an old favourite!

Friends and family will go troppo for Domino's new and improved Hawaiian Pizza – the perfect excuse to enjoy a taste of the Pacific this summer – without leaving your own backyard! A quick and easy solution to impromptu dining, Domino's new and improved Hawaiian Pizza is sure to be a hit this party season.

Domino's New Zealand General Manager, Josh Kilmnik, says that following an extensive consumer taste survey, Domino's listened to what their customers wanted and the new taste Hawaiian Pizza is an example of this.

"The Hawaiian pizza is the one of our most popular pizzas and after listening to our customers, we discovered the ingredients make all the difference," says Mr Kilmnik.

"We have invested heavily in this campaign to let people know that thanks to the addition of sweeter, juicier pineapple, high quality champagne ham and more mozzarella, they can now expect the tastiest Hawaiian Pizza when they order from Domino's."

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Domino's new and improved Hawaiian Pizza is available from Monday 3 October across all Domino's New Zealand stores from \$5.90 online and from \$6.90 instore. For more information, visit www.dominospizza.co.nz

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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.