



***Domino's leaps ahead with mobile ordering***

New Zealand's favourite pizza company, Domino's Pizza, is now more portable and accessible than ever with the launch of a Mobile Ordering Site for all internet enabled mobile devices.

Domino's new Mobile Ordering Site is the most advanced Quick Service Restaurant (QSR) mobile ordering site in New Zealand.

The launch pushes Domino's even further ahead in its drive to offer customers more ways to order their favourite pizza.

Domino's CEO and MD Don Meij said the launch of a dedicated Mobile Ordering Site will help drive the Company's digital sales to never-before-seen heights in the New Zealand online industry.

"It's no secret that our digital business is the way of the future for us. In fact, over the next three years we know that more than 50% of sales will be from this side of our business," Mr Meij said.

"What's even more exciting is our goal to have more than half of our digital sales coming from a portable device such as a mobile or tablet. This will mean more than 25% of our total sales are from customers who are using new hand-held technologies to order their favourite things.

"We strongly believe in investing significant time and money into this platform and are already looking at ways to grow our digital footprint even more in the future."

Mr Meij said Domino's aim was to drive portability and ensure customers could order a pizza anywhere and anytime.

"We know traditional methods of ordering pizza – such as walking into store or using your home phone to dial in an order – no longer resonate with our customers. We need to move with them and offer greater possibilities," Mr Meij said.

"It's all about having the freedom to be wherever you are, doing whatever it may be but still be about to place an order with Domino's without putting your life on hold."

Domino's Pizza Enterprises Ltd and its franchisees have 540 stores across New Zealand and Australia, employing more than 15,000 part-time and full-time staff and making more than 60 million pizzas each year.

[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.