



Media release

14 March 2011

---

***Bigger is Always Better – with Domino's New Bigger Prawn Range!***

Get your mates over – and get stuck into the delicious new Domino's Bigger Prawn Range – the perfect partner to a cosy night in this season!

Unbelievably tasty, the new Domino's Bigger Prawn Range is packed full of large, succulent prawns – a Kiwi favourite! With mouth-watering flavours including Garlic Prawn; Satay Prawn; Prawn, Feta & Alfredo and Prawn, Bacon & Feta – there's something to suit every prawn lover!

Domino's NZ General Manager Josh Kilimnik said the introduction of a bigger prawn range represents Kiwis' continued love affair with seafood – and pizza!

"Customers have loved our existing prawn range but we wanted to make it bigger and better – a reflection of our commitment to providing great quality products, choice and value for our customers," he says.

"Our continued focus on improving the quality and taste of our pizzas and other menu items is at the heart of everything we do. We have had prawns on our menu for some time now but wanted to create delicious new premium pizza options for our customers," says Kilimnik.

The new Bigger Prawn Range pizzas are available from 14 March 2011 from \$7.90.

For more information, or to order online, visit [www.dominospizza.co.nz](http://www.dominospizza.co.nz)

-Ends-

---

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.