



*For immediate release*

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## **GET STUFFED!**

### **DOMINO'S STUFFED CRUST™ SET TO TAKE PIZZA LOVERS BY STORM**

Following phenomenal demand from pizza lovers, Domino's Pizza, the [pizza delivery expert](#), has officially launched Domino's Stuffed Crust.

With the new Domino's Stuffed Crust, your favourite pizza just got even tastier! Featuring mozzarella cheese with a hint of garlic and herbs in Domino's famous fresh dough, Domino's Stuffed Crust is now available on all medium and large pizzas. This mouth-watering addition to Domino's menu can be purchased in all Republic of Ireland stores.

Simon Wallis, sales and marketing director at Domino's, said: "Domino's Stuffed Crust has long been a requested product at Domino's we're delighted to be able to finally launch it in Ireland. It's been a while coming but we wanted to make sure Domino's Stuffed Crust was just right and used our delicious fresh dough. Perfection for our bases is something we pride ourselves on, every Domino's Stuffed Crust is made using fresh dough this ensures the tastiest pizza and a crust that pizza lovers won't be able to get enough of."

Domino's Stuffed Crust is being launched with a campaign entitled 'Get Stuffed', running on TV and online.

Grab a slice of the action with Domino's Stuffed Crust – order online at [www.dominos.co.uk](http://www.dominos.co.uk), use Domino's iPhone and Android ordering apps or visit your local store.

**-ENDS-**

**Notes to Editors:**

Domino's Pizza Group plc is the leading player in the fast-growing pizza delivery market and holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK, Republic of Ireland, Germany, Switzerland, Liechtenstein and Luxembourg. The first UK store opened in Luton in 1985 and the first Irish store opened in 1991. In April 2011, the Group acquired a majority stake in the exclusive master franchise to own, operate and franchise Domino's Pizza stores in Germany. In September 2012, the Group acquired the master franchise for Switzerland, Luxembourg and Liechtenstein and an option to acquire the Master Franchise Agreement in Austria prior to the end of 2014.

As at 30 December 2012, there were 805 stores in the UK, Republic of Ireland, Germany and Switzerland. Of these, 621 stores are in England, 51 are in Scotland, 32 are in Wales, 20 are in Northern Ireland, one is on the Isle of Man, two are mobile units, 48 are in the Republic of Ireland, 18 are in Germany and 12 are in Switzerland.

Founded in 1960, Domino's Pizza is one of the world's leading pizza delivery brands. Through its primarily franchised system, Domino's Pizza operates a global network of more than 10,000 Domino's Pizza stores in 75 international markets. Domino's Pizza has a singular focus – the home delivery of pizza, freshly made to order with high quality ingredients.

Customers in the UK can order online at [www.dominos.co.uk](http://www.dominos.co.uk), in the Republic of Ireland at [www.dominos.ie](http://www.dominos.ie), in Germany at [www.dominos.de](http://www.dominos.de) and in Switzerland [www.dominos.ch](http://www.dominos.ch). In addition, mobile customers can order by downloading Domino's free iPhone, iPad and Android apps.

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