



*For immediate release*

*16<sup>th</sup> October 2013*

## **FORGET ABOUT THE CRONUT OR THE DUFFIN – GET READY FOR THE NEXT HYBRID DESSERT SENSATION**

### ***DOMINO'S PIZZA LAUNCH THE WORLD'S FIRST TWISTED CHOCOLATE DOUGH BALL***

The next hybrid sweet treat has landed and this time it's hot, chocolatey and made from fresh pizza dough. Introducing, for all your culinary delights, the ultimate in yum – the **Domino's Twisted Chocolate Dough Ball**. Where savoury meets sweet, Domino's has taken bite sized chunks of its warm, fresh pizza dough and twisted it with chunks of rich Belgium chocolate - a combination that is set to tease taste buds across the nation. Available exclusively to order via Domino's Facebook page from 16<sup>th</sup> October before being available for collection or delivery nationwide at all stores from Monday 21<sup>st</sup> October; six delicious Twisted Chocolate Dough Balls can be yours for just £2.99. These mouth-watering treats will be a hit with pizza and chocolate lovers alike and what's even better – they can be delivered straight to your door.

Domino's Dough Master, Walter Currie, is the genius responsible for creating the innovative new dessert and got the idea when busy in the kitchen one day. He commented: "It's simple really. Everyone loves pizza and most of us are partial to a nibble of chocolate. One of the most satisfying things about a dough ball is when you dip it in melted butter, but I got to thinking if anything could beat that perfect partnership and that's when it came to me. As soon as I had made my first Twisted Chocolate Dough Ball I knew I was onto something seriously irresistible!"

Sales & Marketing Director, Simon Wallis added: "There are a lot of hybrid desserts on the market at the moment with some truly unusual flavours, but we're confident that our Twisted Chocolate Dough Balls will stack up against even the most tempting of treats. What's more, our hybrid is served hot and can be delivered straight to your door!"

Keep up to date with the latest from Domino's Pizza at:

 [facebook.com/DominosPizza](https://www.facebook.com/DominosPizza)

 [twitter.com/Dominos\\_UK](https://twitter.com/Dominos_UK)

**-ENDS-**

For further information about Domino's Pizza and its products or to request samples, please contact the Domino's PR team:

Sarika Patel  
Charlie Gipson

E: [sarikapatel@lightbrigade.co.uk](mailto:sarikapatel@lightbrigade.co.uk)  
E: [charliegipson@lightbrigade.co.uk](mailto:charliegipson@lightbrigade.co.uk)

020 7148 0681  
020 7148 0685

**For photography, please visit the media centre at [www.dominos.uk.com](http://www.dominos.uk.com)**

Ref: DPGL/

**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 open stores in Austria prior to the end of 2014.

As at 29 September 2013, there were 833 stores in the UK, Republic of Ireland, Germany and Switzerland. Of these, 642 stores were in England, 51 were in Scotland, 33 were in Wales, 20 were in Northern Ireland, one was on the Isle of Man, 3 were mobile units, 48 were in the Republic of Ireland, 25 were in Germany and 10 were 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 73 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) and in Germany at [www.dominos.de](http://www.dominos.de). In addition, mobile customers can order by downloading Domino's free iPhone, iPad and Android apps.