

Footy fans to order over two million pizza slices!

Domino's CEO Don Meij said Domino's was expecting sales to jump significantly over the weekend as fans place their pizza orders and get ready for the footy finals fever.

With everyone gearing up for the NRL footy finals this weekend, Domino's workers across the country are preparing for what is set to be one of their biggest times of the year catering for football pizza parties across the country! Domino's CEO Don Meij said Domino's was expecting sales to jump significantly over the weekend as fans place their pizza orders and get ready for the footy finals fever. "The pizza sauce will be flying thick and fast this weekend. We are expecting the phones to be ringing off the hook and pizza tracker to be in full swing next weekend, peaking on Saturday night with the NRL grand final," Mr Meij said. "It really doesn't come as a huge surprise because pizza is the ultimate social food and it's the perfect combination – pizza and footy truly is a match made in heaven." While the finals teams, the Manly-Warringah Sea Eagles and the Sydney Roosters, pound the field in training, the Domino's team has been performing time trials to ensure viewers get their steaming hot pizzas delivered in record time. Mr Meij said the Company's current average delivery time is 24 minutes. "We are expecting to deliver close to 300,000 pizzas over finals weekend, and as the delivery experts, we're the ones who can get the pizza to your door in time for the big games. Mr Meij recommends pizza lovers pre-order online to ensure pizzas arrive well before kick-off. "While the boys on the field will be tackling the shield, we will be tackling a barrage of pizza orders from hungry footy fans and we can't wait to rise to the challenge," he said. "Last year, footy fans consumed over 2,263,120 slices of pizza during finals weekend – that's over 31 tons of cheese which is the equivalent in weight to over 320 average sized NRL players!" Stores have already begun to order extra ingredients and they will need to! "We really do have a lot of fun with these nights and we're looking forward to rewarding our footy fans with piping hot pizza to enjoy during the games!" Domino's Pizza Australia was the first publicly listed pizza chain on the Australian Stock Exchange. With the brand also represented in New Zealand, France, Belgium, The Netherlands and Japan the complete Domino's group store count now sits over 1,200. For more information visit www.dominos.com.au

Contacts

Isobel Wilson
0447 158 270
mailto: Isobel.wilson@dominos.com.au