

Statistics Prove Scots Are A Nation Of Domino's Pizza Lovers – Average Of One Domino's Pizza Per Head Of Population Sold in 2010

Submitted by: Arena Quantum

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As Domino's Pizza (<http://www.dominos.co.uk>) celebrates 15 years in Scotland this month, statistics released today prove that we are indeed a nation of pizza lovers; with Domino's Pizza selling one pizza per head of population in 2010.

With 47 stores across the country and over 1,100 staff, Domino's Pizza has made great strides in Scotland as the population has munched its way through new pizzas such as the Domino's Gourmet range and recently introduced Stuffed Crust, limited edition favourites including the Reggae Reggae made with Levi Roots' famous sauce and the Haggis pizza (specially introduced for Burns Night), as well as firm favourites including Pepperoni Passion and Texas BBQ.

Pizzas from Domino's stores across the country have been delivered to golf courses, gyms, patients in hospitals and paramedics and firefighters...even on stage to Strictly Come Dancing winner Harry Judd and fellow bandmates during a McFly concert in Edinburgh.

Chris Forrester, Domino's franchisee who opened the first store in Great Western Road in December 1996, explains the success of the UK's number one pizza delivery service in Scotland: "Since we launched to our customers in the West End of Glasgow late December 1996, Domino's Pizza has become a firm favourite for students, couples, groups of friends and families. We've seen a massive increase in the home delivery market in 15 years, and as customers become more discerning, they've increasingly come to Domino's Pizza to deliver a piping hot, freshly made treat."

Join a nation of pizza lovers by ordering online at www.dominos.co.uk (<http://www.dominos.co.uk>) or using Domino's iPad, iPhone and Android ordering apps.

-ENDS-

Notes to Editors:

Domino's Pizza UK & IRL 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 and the Republic of Ireland. 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.

As at 25 September 2011, there were 702 stores in the UK, Republic of Ireland and Germany. Of these, 553 stores are in England, 47 are in Scotland, 28 are in Wales, 19 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 49 are in the Republic of Ireland and four are in Germany.

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 9,350 Domino's Pizza stores in 70 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>) and customers in the Republic of Ireland can order online at www.dominos.ie (<http://www.dominos.co.uk>). In addition, mobile customers can order by downloading Domino's free iPhone, iPad and Android apps.

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