

Domino's dominates sales as largest store sells over 5000 in first week

Amidst much excitement and lengthy queues, the first four Domino's Pizza stores were officially opened in South Africa in Johannesburg, Durban and Cape Town at the end of October. Taste Holdings Limited has the exclusive master franchise agreement to develop the international brand in South Africa and another eight southern African countries.



"We've been overwhelmed by the positive customer feedback on our fresh hand-tossed pizza," says Jay Currie, CEO of Taste Holdings: Food Division. "A number of sales records were broken in the first full week of trade, with sales in all four stores more than exceeding our expectations. The largest of the four stores served up more than 5000 pizzas in its first week of operations and sales momentum across all four stores has continued since their opening."

The four stores, which are all corporate owned, will be harnessed as training springboards for the conversion of existing Scooters Pizza and St Elmo's stores to Domino's Pizza stores in the first half of 2015. The initial conversion schedule has been fully subscribed by existing franchisees. Two more corporate training stores will be opened in Gauteng before the end of 2014.

With a promising corporate store pipeline building into 2015, the group is in discussion with several prospective new franchisees that have expressed interest in building significant Domino's Pizza store clusters both in South Africa, as well as in other southern African markets. Furthermore, in the first quarter of 2015, two additional supply chain facilities - one regional and one national - will begin large-scale fresh dough manufacturing and distribution for the South African Domino's Pizza stores.

"The successful opening of the first four stores and the implementation of the store roll-out in South Africa is a testament to our commitment to bringing the renowned taste that the world loves to our own local shores and in the next five years to establish it as the leading pizza delivery brand in Southern Africa" concludes Currie.

Founded in 1960, Domino's Pizza is the recognised world leader in pizza delivery, with a significant business in carryout

pizza. It ranks among the world's top public restaurant brands with its global enterprise of more than 10 800 stores in over 70 international markets. It had global retail sales of over \$8 billion in 2013, comprised of nearly \$3.8 billion in the US and over \$4.2 billion internationally.

For more information, go to www.dominospizza.co.za.

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