



## PRESS RELEASE

# New, Delicious Butterscotch Mousse Cake Now Debuts At Domino's stores.

## Simply Indulge!



**New Delhi August 8, 2011:** Domino's Pizza, the market leader in the organized pizza home delivery segment in India (*source: The Food Franchising Report, 2009*) has whipped up a great deal of excitement by introducing an all-new **Butterscotch Mousse Cake** to its menu. With this new sweet treat, Domino's has added yet another dessert option to the existing widely popular Choco Lava cake.

The new Butterscotch mousse cake is a unique cold dessert with layers of fluffy butterscotch cream and dark chocolate cake, with crunchy chocolate chunks on top. At mrp of Rs. 59, the new dessert from Domino's is certain to delight customers with its sensational taste and attractive pricing. The Butterscotch mousse cake can also be enjoyed at a pocket friendly price of just Rs. 39/- with an introductory offer along with a medium Pizza + any side.

If proof of the pudding is indeed in the eating – there is no proof required, as the new dessert has fared extremely well in store trials conducted over a 5-weeks period. It appears customers simply could not get enough of the irresistible mousse cake as reflected in total orders and the excellent feedback received on likeability, recommendation and re-order purchase scores.

**Commenting on the new dessert launch, Mr. Ajay Kaul, CEO, Jubilant FoodWorks Limited** said, “We have been tracking an excellent growth last financial year. We hope to continue to be on a growth path with the launch of the Butterscotch Mousse Cake. We are confident that like Choco Lava cake, our new dessert would also take the taste experience to a new level and at affordable price point. Our main focus will always be Pizzas but since we believe in offering new tastes and variety to our consumers, our innovation led products like the Butterscotch mousse cake will also help us generate sales in metros as well as Tier II & III cities” added Mr. Kaul.

**Mr. Harneet Singh Rajpal, Vice President Marketing, Domino’s Pizza India** added, “Research has indicated that in our category, consumers are always looking for new variety of offerings. While old favorites continue to charm consumers, new additions to menu give them a reason to try different tastes. I am confident that with this new launch of Butterscotch Mousse cake, Domino’s Pizza will scale new peaks in its endeavour to exceed customers’ expectations on taste and quality.

The new product is supported by TVC and in-store collaterals like door hangers, banners, box toppers, danglers, translites, dine-in menu cards, standee and more.

Speaking on the new TV ad, **Mr. Harneet Singh Rajpal** said, “The TV ad is an interesting take on the human behavior that everyone wishes the best moments or best things in life to last for ever. With alternate layers of rich butterscotch cream and dark chocolate cake and topped with dark chocolate morsels, Butter Mousse cake takes the indulgence to the next level. It completely immerses people in its great taste and enhances & lightens up the mood. The same is captured in a very engaging and entertaining manner in our new TVC”

### **About Jubilant FoodWorks Limited**

JFL was incorporated in 1995 and initiated operations in 1996. JFL is India’s largest and fastest growing food service company, with a network of 378 stores (as of 31 March, 2011). JFL & its subsidiary operates Domino’s Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka. The Company is the market leader in the organized pizza market with a 50% market share and 70% share in the Pizza home delivery segment in India. The Company has now also strengthened its portfolio by entering into an agreement with Dunkin’ Donuts Franchising LLC, for developing the Dunkin’ Donuts brand and operating restaurants in India.

**For more updates and information on the Company, please log on to**

[www.dominos.co.in](http://www.dominos.co.in)

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