Domino's Pizza launches Wheat Thin Crust Pizza

New Delhi, April 09, 2010: Domino's Pizza, India's leading pizza brand from Jubilant FoodWorks Ltd, now offers a healthier pizza! Domino's Wheat Thin Crust Pizza brings to the health-conscious, a choice of the fibre-rich,very thin and light crust. Available with its vast range of toppings, the Thin Wheat Crust sits lightly on the stomach … and deliciously on the palate!

Announcing the launch of the new variant, Ajay Kaul, Jubilant FoodWorks CEO for India, said: "Wheat gives customers a new option to our customers. In India, the preference for whole grains has always been intrinsic to our culinary choices and we believe this Pizza will do extremely well in India."

To encourage trials of this delicious and healthier variant, Domino's has an attractive introductory offer whereby customers who opt for the Wheat Thin

Crust Pizza pays just 50 per cent of the price on a second pizza of the same value. Domino's wide network of over 300 stores in 68 cities will make the Wheat Thin Crust Pizza widely accessible and popular among the health conscious as well as those who simply enjoy a delectable, crunchy pizza with the toppings of their choice.

Jubilant FoodWorks Limited

The Company opened its first Domino's Pizza store in India in January 1996, at New Delhi. Today Domino's Pizza has grown into a countrywide network of over 300 stores across 68 cities in India.

With effect from 24 September 2009 the Company changed its corporate name from Domino's Pizza India Limited to Jubilant FoodWorks Limited. The company continues to be a part of the *Jubilant Bhartia Group,* and holds the Master Franchisee Rights for the Domino's Pizza delivery stores and operations for the whole of India, Nepal, Sri Lanka and Bangladesh.

Domino's Pizza was ranked as the 9th Best Employer among 25 companies in India in 2009 by Hewitt Associates and rated among the Best Employers in Asia in the Hewitt Best Employers in the Asia 2009 study.

The brand, Domino's Pizza, was founded in the US in 1960 by Thomas and James Monaghan. Since then, it has grown into a global network of over 8,500 pizza stores in more than 60 countries around the world.

For further Information, please visit:-
www.dominos.co.in