



Domino's Elevates Cheese Indulgence with New Cheese Burst Flavors:

Hot & Fiery, Creamy Makhani, and Korean Sweet Chilli

~ A Burst of Flavors with Domino's all new Cheese Burst Range –

#RespectTheMoment of Ultimate Cheese Indulgence

Noida: 25 Oct, 2024: Domino's, India's largest pizza chain, is taking pizza indulgence to the next level with the launch of its revamped Cheese Burst range, introducing three exciting new flavors - **Hot & Fiery, Creamy Makhani, and Korean Sweet Chilli**. Building on the iconic Classic Cheese Burst, these bold additions are designed to ignite cravings and cater to the indulgent taste buds of Gen Z. This new range reinforces Domino's reputation as the ultimate destination for cheese lovers, offering a burst of flavor and highest form of indulgence in every bite.

In line with this, Domino's is introducing its latest campaign, **#RespectTheMoment**, which celebrates the Cheese Burst experience by urging consumers to honor the moments of cheese indulgence. This campaign taps into the idea of "drool-worthy" moments, creating a storyline that aligns perfectly with the rich, indulgent nature of the Cheese Burst range.

Commenting on the occasion, Chella Pandyan, EVP and Chief Marketing Officer at Domino's India, said, *"Domino's Cheese Burst is an iconic product that has been much loved by our customers for more than a decade now. We wanted to re-energise the franchise for both its loyal base as well to reach out to a new generation of customers."*

With these exciting new flavors, Domino's continues to push the boundaries of culinary innovation, staying ahead of trends and evolving with the preferences of its youthful audience. The Hot & Fiery Cheese Burst offers a bold spicy punch, Creamy Makhani infuses traditional Indian flavors in the cheesiest way, while the Korean Sweet Chilli brings a fusion of sweet and tangy spice.

The entire Cheese Burst range will be available as an upgrade for all core pizzas under Domino's product portfolio—both veg and non-veg. Customers can indulge in the Cheeseburst crust for an additional **₹75 for Regular Pizzas** and **₹99 for Medium Pizzas**.

[Campaign TVC Link](#)



About Jubilant FoodWorks Limited:

Jubilant FoodWorks Limited (JFL Group/Group), incorporated in 1995, ranks among the leading emerging markets' food service companies. Its Group network comprises 3,057 stores across six markets – India, Turkey, Bangladesh, Sri Lanka, Azerbaijan and Georgia. The Group has a strong Portfolio of Brands in emerging markets with franchise rights for three global brands - Domino's, Popeyes and Dunkin' – and two own-brands, Hong's Kitchen, an Indo-Chinese QSR brand in India, and a CAFÉ brand - COFFY in Turkey.

Note: The store count for the Group is as on June 30, 2024

Website: www.jubilantfoodworks.com

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