



Meat Domino's new Impossible™ Pizzas!

Domino's has today launched a deliciously meaty new pizza range – without beef.

Pizza lovers in Australia can now enjoy delicious plant-based meat sensation Impossible™ Beef on all their favourite pizzas, including Impossible™ Supreme, Impossible™ Godfather, Impossible™ Firebreather and Impossible™ Cheeseburger, with the Impossible™ Pizza Night!

Impossible™ Beef, the market-leading animal-free product from California-based Impossible Foods is both nutritionally friendly and friendly to the environment, with each serving of Impossible™ Beef using 69% less water, 95% less land, and 88% fewer greenhouse gas emissions compared to beef from cows produced in Australia.

It is also gluten free, halal and kosher-certified, contains 25% less saturated fat than Australian minced beef from cows¹, and delivers a satisfying 18.8 grams of protein per each 113-gram serving.

Domino's Chief Marketing Officer Adam Ballesty said the Impossible™ Pizzas were so good, Meat Free Mondays could soon be a thing of the past with consumers now able to opt for a delicious, *Hot & Fresh* meal every day of the week.

"We know that people are actively seeking more sustainable food options, but it is also critical that these alternatives deliver on taste and a great pizza experience," he said.

"The Impossible™ Beef pizza topping does exactly that. It has all the flavour and texture of juicy, authentic minced beef, but with far less environmental impact."

"Whether you're looking to reduce your traditional meat consumption or mix up your menu with flexitarian choices, Domino's new Impossible Pizzas provide all our customers a meaningful option without compromising on taste, for the perfect Impossible Pizza Night."

As well as encouraging customers to consider their environmental impact, Domino's is working with Wavemaker to carbon-offset its digital media buying by implementing first-of-its-kind technology.

"I'm also excited to share Domino's is working with Wavemaker to carbon-offset our digital media buying for the Impossible campaign," said Mr Ballesty.

"We acknowledge this is a small step in a larger sustainability journey for Domino's and look forward to growing this partnership to reduce the environmental impact of our campaigns across Australia."

¹ The Australian leading brand of 82/18 minced beef from cows contains 9 g of saturated fat, while Impossible beef from plants contains 5.2 g of saturated fat per 100 g



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“Domino's has built a fun, engaging brand with a loyal following,” said Jordan Sadowsky, Director of International at Impossible Foods. “We've really enjoyed collaborating with them to bring the new Impossible Beef topping to their entire lineup of pizzas, day or night. Whether it's Impossible Pizza Night with your family or just a midday or late night snack, we think fans across Australia will love that these pizzas are both delicious and good for the planet.”

To celebrate the Impossible Pizza's launch, Domino's is offering **30% Off a Large Impossible Pizza** pick up or delivered when ordered via the Domino's App* between October 24th and December 4th.

- Ends -

Domino's Impossible™ Menu

The entire Impossible™ Pizza Range is available to order now at dominos.com.au for pick up or delivery nationwide. Starting October 24, customers will get 30% off on all Impossible™ orders on the Domino's app.

To learn more about the Impossible™ Pizza Range launch in Australia, please visit dominos.com.au.

* 30% Off Promotion Terms and Conditions

Limited time and selected stores only. Offer valid via Domino's App only and available for pick up or delivery on all large Impossible pizzas. 6% Delivery Service Fee (capped at \$4) applies to delivery orders Monday – Saturday. 10% surcharge on Sundays. Minimum delivery order \$22. Impossible is a trademark of Impossible Foods Inc. used under license.

**Please note, the Impossible Burger Joint pizza is not suitable for Vegan / Vegetarian customers given the presence of rennet in the burger cheese. The Impossible Vegan BBQ Burger has been launched as a vegan extension of the Burger Joint Range. For a complete list of ingredients and allergen advice please visit <https://www.dominos.com.au/menu/nutritional-information>*

About Domino's:

With seven pizzas sold every second and more than 3,400 stores in 10 markets (Australia, New Zealand, Belgium, France, The Netherlands, Japan, Germany, Luxembourg, Denmark and Taiwan) Domino's Pizza Enterprises Limited (ASX: DMP) is all about delivering the world's most delicious and versatile bonding food. Our pizza brings people closer.

For more information, please visit www.dominos.com.au

About Impossible Foods:

California-based Impossible Foods makes delicious, nutritious meat and dairy products from plants — with a much smaller environmental footprint than meat from animals. The privately held food tech startup was founded in 2011 by Patrick O. Brown, M.D., Ph.D., professor emeritus of biochemistry at Stanford University and a former Howard Hughes Medical Institute investigator. Investors include



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Mirae Asset Global Investments, Khosla Ventures, Bill Gates, Google Ventures, Horizons Ventures, UBS, Viking Global Investors, Temasek, Sailing Capital, and Open Philanthropy Project.

For more information, please visit <https://impossiblefoods.com.au>.

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