

PEPPERONI PRESS®

A CELEBRATION OF MILESTONES OVER THE DECADES



Domino's®

THEN & NOW

60TH

2020 SPECIAL EDITION

FROM THE BEGINNING...

YPSILANTI

YPSILANTI

YPSILANTI



You were an entrepreneur.

On December 9, 1960, you began baking in Ypsilanti, Michigan, near Eastern Michigan University, with brothers James and Tom Monaghan. You started as a pizzeria called DomiNick's. Eight months later James traded his half of the business for an old Volkswagen Beetle that had been used to make deliveries.



THE FIRST STORES



Tom spent the next few years growing the business and opened two more locations by 1967. With only three stores, he started a central commissary for dough-making and preparation. This forward-thinking idea created efficiencies for the future. By 1989, there would be explosive growth with 5,000 stores.

*You were an
early pioneer.*

*“Hello, this is Domino’s Pizza.
Can I take your pizza order?”*



You are
charming.

In January 1965, employees begin answering the phones as “Domino’s Pizza.” By 2014, you reinvented the phone call with voice recognition, nicknamed Dom. This virtual ordering assistant lets customers dictate orders on their mobile devices.



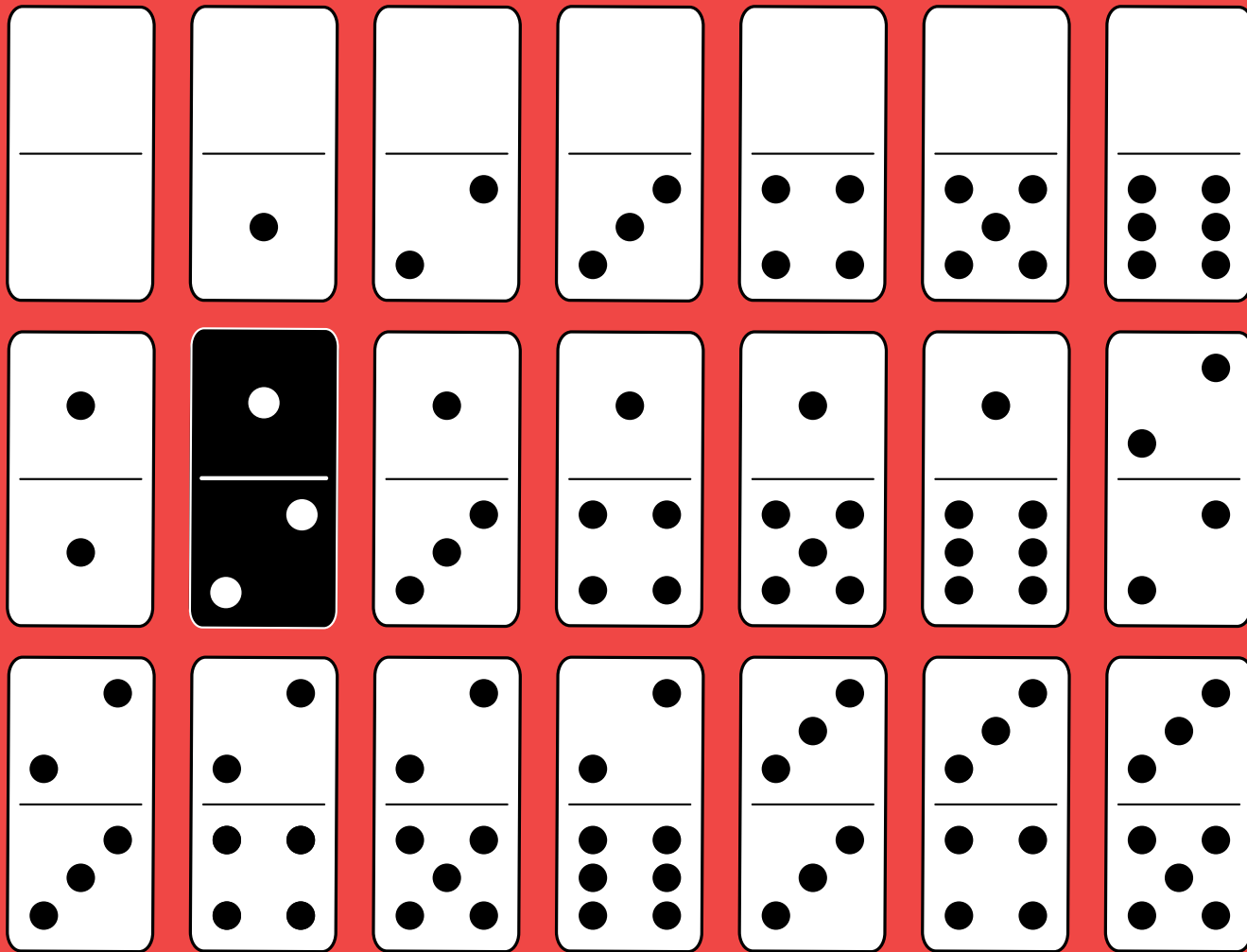
THE FIRST DECADE - 1960s



Can I give you my address? You began delivering pizza to customers in your local neighborhoods. You now are an important facet of your community and your stores deliver over three million pizzas a day with reach across the globe.

You are a good neighbor.

THE FIRST DECADE - 1960s



You are more
than a game piece.

The original plan was to add one new dot to the logo for every store that opened but that idea was quickly abandoned after the first three locations. The three locations have grown to over 17,000 around the globe, with eyes on 25,000.




THE FIRST DECADE – 1960s



Your one-size-pizza with six toppings became a college campus favorite as students loved your idea of getting their pizza in a perfect delivery vehicle – a checkered cab. You can now customize your pizza with over 34 million combinations and have it delivered by an e-bike.

You have great ideas.

WE PERSONALLY GUARANTEE IT!



Thomas J. Monaghan
 Founder and President
 Domino's Pizza, Inc.

Our special system helps us custom-make and bake your pizza quickly, so our drivers can safely deliver anywhere in our delivery area in less than 30 minutes. If your pizza isn't delivered within 30 minutes after you call Domino's Pizza, it's free. Domino's Pizza Delivers®!

One call does it all!®

DOMINO'S PIZZA DELIVERS® FREE.



Call us!

Hours:
 4:30pm-1am Sun.-Thurs.
 4:30pm-2am Fri. & Sat.


Our drivers carry less than \$20.00.
 Limited delivery area.
 ©1986 Domino's Pizza, Inc.



You know customer service.

At one time you instituted a "30 Minute Guarantee." Your delivery service now averages under 25 minutes in markets all over the globe!





PEPPERONI PRESS

What's Cookin' at Domino's

Editor: Gale Chameides

October 27, 1975

A Dozen Years of Domino's

If ever a company had a history, it's Domino's.

From astonishing success and expansion after its birth, to sudden near-bankruptcy and death, and then to recovery and to its present flourishing existence, Domino's has lived through all the stages of a business' lifetime. Woven into the fabric of the company's history are the stories of individual successes and defeats, of resignation and endurance.

The corporate biography is public knowledge and is recorded in the journals and accounts of Domino's Pizza, its creditors and suppliers, and federal and state governments.

The stories concerning the people who participated in those years - their hope, fear, greed, generosity, ambition, devotion, and determination - all these are stored in the memories of those who lived through it. Thomas Monaghan, the founder of Domino's Pizza, Inc., who is perhaps one of the most colorful characters himself, and whose own behavior brought a whole wonderful array of human characteristics into play, is a treasure house of memories

Happy Birthday, Domino's

It's been twelve years now (since October 24, 1963) that Domino's Pizza has been incorporated.

This issue is dedicated to the Domino's of the Past and takes a look at its long journey into the Present.

A DOZEN YEARS continued

papers and flinging his clothes into the mud beneath the window), and raced out himself. He wisely thought to close the fire door, which saved most of the office, and then called Tom Monaghan, who rushed over to the store. Mr. Cotman recalls the image of Tom Monaghan, framed by the blazing building, standing on the ladders with the firemen and shouting directions as he desperately tried to save the store and the offices above.

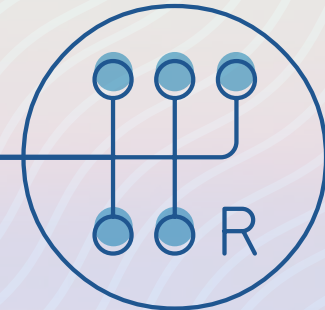
Much of the equipment and some company files were lost, but Domino's Pizza was not



You franchised your first store and had nearly 200 stores by 1978.
 You now have 770 U.S. independent franchisees and 38 international master franchisees with numerous sub-franchisees who started as drivers, pizza makers and hourly workers in your stores.

You have passion.

THE THIRD DECADE – 1980s



You are on the move.

You designed the Javelin as the “official” delivery car and the Chevrolet Nova as your first fleet car. You went one step further to revolutionize the delivery experience with an ultimate delivery vehicle called the Domino’s DXP®. It holds up to 80 pizzas and features a warming oven.





**You are a legend as you light up every street with your bright 3D car-top sign.
Your famous car topper invention is now used by many companies to advertise on their vehicles.**

**You are
illuminating.**



You are a
great coach.

In 1984, your first pizza school started as Domino's Pizza College of Pizzarology. You progressed to offer Pizza Prep School classes for team members and Franchise Management School as the pathway to the Domino's dream: from delivery expert to store owner.



THE THIRD DECADE - 1980s



Your pizza sales surpassed the billion-dollar mark in 1985. You became the #1 pizza company in the world in 2018 with over \$13.5 billion in global retail sales.

You are a big hit.

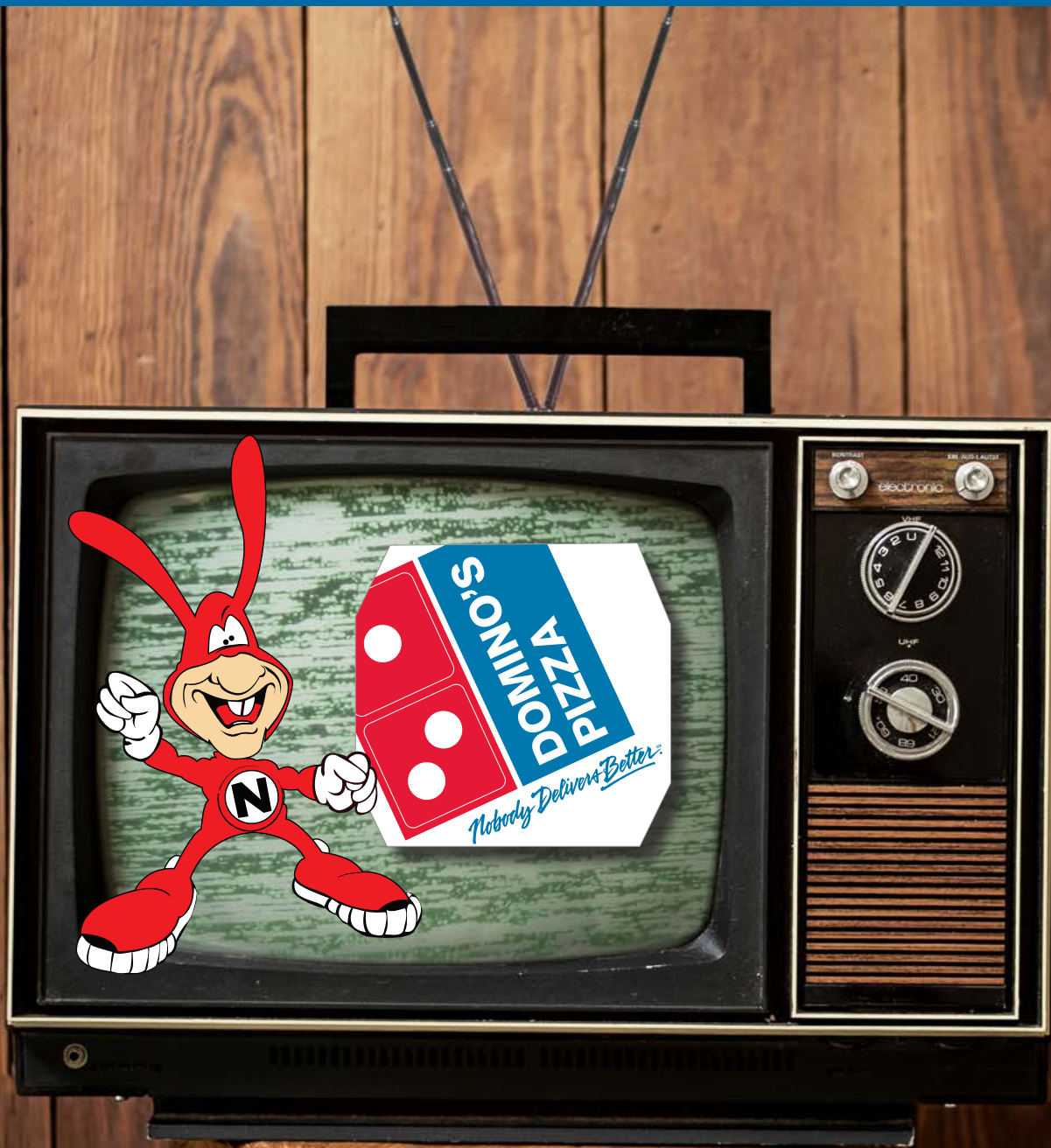


You are a
perfect match.

You introduced your pairing with the Coca-Cola® Company as a perfect combination and have continued this partnership for over 34 years.



THE THIRD DECADE – 1980s



In 1986, the Noid became your Pizza Enemy #1 – the saboteur of quality. Despite his annoying habits, the Noid became a hero and gave you a fun, memorable way to reinforce the quality of your product.

Internally, “Avoid the Noid” became a rallying cry.

You made
an enemy.

THE THIRD DECADE – 1980s



You are
adventurous.

You opened the first store outside of the U.S. in Winnipeg, Manitoba, Canada, which led to the fastest-growing segment expanding into new markets in the 1980s. New countries like the United Kingdom, Japan, Mexico, India, Guam and Costa Rica adapted great-tasting pizza for the global market. You now have over 17,000 stores in over 90 markets on six continents.



Recognition for:
The 30-Minute Guarantee
Domino's Tracker®
Voice Ordering
AnyWare
DXP®
Self-Driving Delivery
Domino's Hotspots®
Dinner Bell



Throughout history, you pioneered the concept of efficiently delivering hot, made-to-order pizzas. Forward-thinking ideas like a central commissary, dough-making production improvements, corrugated boxes, saucing spoodlers and hot bags created efficiencies for future growth. In 2019, you were named one of the Top 50 Most Innovative Companies by Fast Company magazine*, highlighting that you will not rest until you figure out every possible way to improve pizza delivery.

You are an
inventor.

INSIDE...

Due to the Christmas & New Year's holidays, *The Pepperoni Press* will not be published next week. Publication will resume with the Jan. 5 edition. Have a safe & healthy holiday season.

Emporium gears up for carryout business increase. See page 3.

Corporate stores to save with DNC delivery reductions.....page 3

NPB survey information needed.....page 4

The Domino's Pizza Pepperoni

A Weekly Look At

Vol. 656
December 22, 1989

Nobody Delivers Better.



le with a bang!
MOMENTUM
1990
Are you ready?

Entering Sales rise

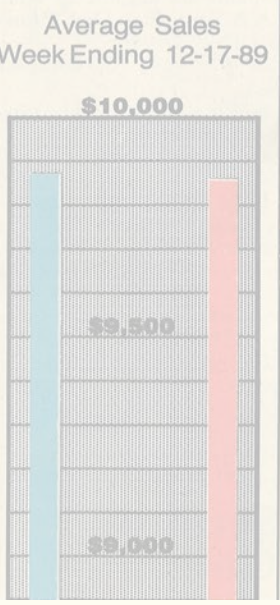
By Ronald Hingst
Public Relations

Temperatures around the United States may be on the cool side with the onset of winter, but Domino's Pizza sales are red hot with the world's largest pizza delivery company turning in its best weekly total in nearly 12 months.

For the week ending Dec. 16, the Average Weekly Unit Sales (AWUS) was \$9857 per domino represented the AWUS in the company. The was \$9948 in Jan. 1989.

outstand
ple of
Mike O
of op
Pizza
ke
D
re
cc

controller.
is that
an ex-
sign is
most
e.
r-
st
on
id
or
on



You are a genius.

You took your handwritten notes on paper door slips to make, bake, and take customer orders to their door and then built your own point-of-sale system called Domino's Pulse. Markets across the globe use Pulse and the global online ordering system.





WALL ST



NYSE 2004



You became a publicly-traded company on the New York Stock Exchange (NYSE) under the new ticker symbol DPZ. With a bullish style, you have been recognized as the world leader in pizza delivery and have outperformed many companies like Apple and Amazon.

You are on an amazing journey.

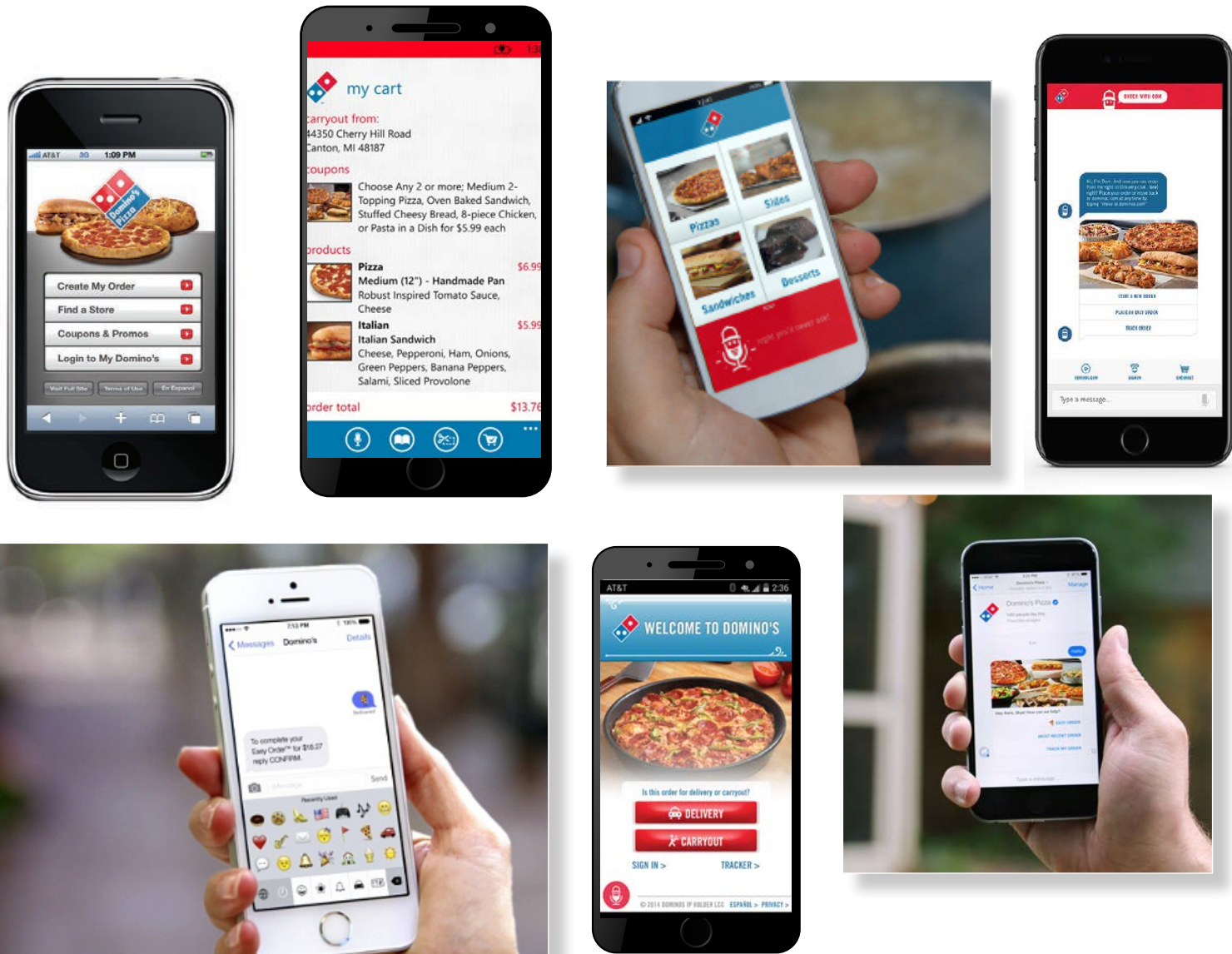


You are
a real techie.

In 2008, you allowed customers to follow the progress of their order online, even if they ordered by phone, with the new Pizza Tracker now called Domino's Tracker®. You provide your customers with GPS delivery tracking capabilities, which gives them an estimated delivery time and text notifications when the driver is close or has arrived.



THE FIFTH DECADE - 2000s



You built your technology for different phone types and made it easy for everyone to order from anywhere. You now have over 65% of U.S. sales on multiple digital channels.

You are mobile.



MONEY

Domino's stock outperformed Apple and Amazon over 7 years—now it's the world's largest pizza chain

Published Thu, Mar 1 2018 11:26 AM EST

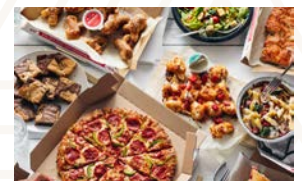
Yoni Blumberg
@YONIBLUM

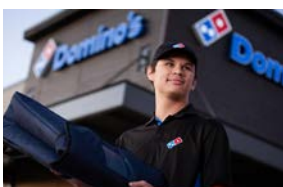
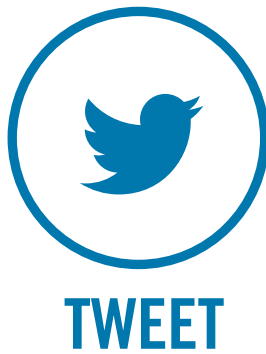
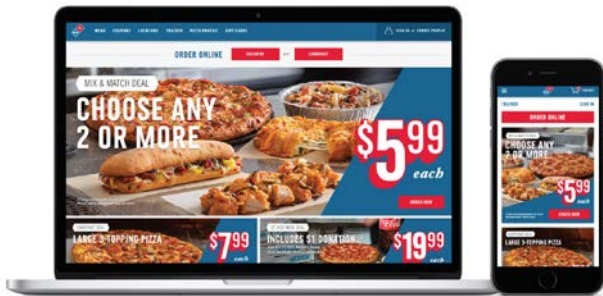
Share f t in e



You have uncommon honesty.

You admit your pizza was not the best and reinvented yourself from the crust up. The Pizza Turnaround is one of your biggest moves and was inspired by your toughest critics. Product innovation expanded your menu to include specialty pizzas, sandwiches, pasta and desserts. Between 2010 and 2017, the company's stock appreciated more than 2000%.*





You have succeeded at delighting every pizza lover, every day, as they order on any device from anywhere. You are committed to being on the forefront of technology innovation and constantly develop new ways to perfect the pizza experience.

You are brilliant.



You have friends.

You literally have millions of friends with over 20.8 million Facebook fans, more than 1.3 million Twitter followers and 1.7 million Instagram followers. Your friends love you!



DOMINO'S



Your stores light up the night all over the world. You've built stores in neighborhoods as vast as the stars and are recognized around the world. Remember, you are the bright light as you champion your customers and give back to the your communities.

You inspire others.

THE SEVENTH DECADE - 2020s



You are a leader.

You started as an entrepreneur with Tom, and set goals, strategy and vision with Dave. You were inspired by Patrick, and focused on global leadership and values with Ritch. The team challenges you every day to feed the power of possible, one pizza at a time.



THE SEVENTH DECADE – 2020s



Your family will travel from many areas in the world to unite and share your passion. The rally cry of nine thousand cheering will celebrate your success and look to the future. They will dedicate their hard work to you and embrace your leadership as number one.

We celebrate
your success.

THE END IS NOT THE END



You are
best in class.

Thank you to every owner, store and office team member, family, customer and supplier who has made Domino's a great brand over these 60 years. Now is the time to continue the dream and recognize more milestones along this fabulous journey. The story will continue on biz.dominos.com.



30 FRANK LLOYD WRIGHT DRIVE • P.O. BOX 997 • ANN ARBOR, MI 48106-0997

PEPPERONI PRESS® 2020 SPECIAL EDITION