



Domino's 101: Fun Facts

PIZZA, PRODUCT & MENU

- There are more than **34 million ways** to create a single Domino's pizza.
- Pepperoni is the most popular Domino's pizza topping in the U.S., followed by sausage, bacon, mushrooms and pineapple.
- Breadsticks were the first national nonpizza menu item offered at Domino's, in 1992.
- Domino's two-time **World's Fastest Pizza Maker** Zagros Jaff can make three large pizzas in just **70 seconds**.

STORE & FRANCHISE OWNER FACTS

- About **94%** of Domino's stores in the U.S. are **franchise-owned**.
- Domino's has more than **700 independent franchise owners** in the U.S.
 - More than **95% started their careers as drivers, pizza makers or hourly workers**.

INTERNATIONAL & GLOBAL FACTS

- Domino's stores across the globe sell an average of **3 million pizzas a day**.
- Domino's operates more than **19,200 stores in over 90 markets** around the world (Q2 2022).
- Domino's estimates that it has more than **350,000 franchised and corporate team members** worldwide.
- Domino's had global retail sales of more than \$17.8 billion in 2021, with more than \$8.6 billion in the U.S. and more than \$9.1 billion internationally.
- Domino's largest markets are the following (by number of stores as of Q2 2022):

• U.S. – 6,619	• Australia/N.Z. – 875	• China – 512
• India – 1,598	• Mexico – 812	• South Korea – 478
• U.K./Ireland – 1,234	• Turkey – 619	• France – 475
• Japan – 922	• Canada – 575	• Germany – 404

BUSIEST DAYS FOR DOMINO'S

- **New Year's Eve and Halloween** are two of Domino's busiest days of the year.
- Domino's stores across the country usually see increased orders during large sporting events, such as **Super Bowl and March Madness**.
- Domino's in the U.S. typically sells around **2 million pizzas on Super Bowl Sunday** – about 30% more than on a normal Sunday.

TECHNOLOGY & ONLINE

- Domino's AnyWare is a suite of ordering technology that gives customers **12 digital ways to order** – allowing them to order from anywhere, at any time, using whatever device they'd like.
- Domino's generated more than **75% of sales via digital ordering channels** in the U.S. in 2021.



DOMINO'S PIZZA

P.O. Box 997
30 Frank Lloyd Wright Drive
Ann Arbor, MI 48106-0997
(734) 930-3030
www.dominos.com