

Domino's 101: Fun Facts

PIZZA, PRODUCT & MENU

- The majority of items on Domino's menu are new since 2008.
- 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** Werner Lomker can make three large pizzas in just **47.56 seconds**.

STORE & FRANCHISE OWNER FACTS

- More than **94%** of Domino's stores in the U.S. are **franchise-owned**.
- Domino's has about **760 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 **17,200 stores in over 90 markets** around the world (Q3 2020).
- Domino's estimates that it has more than **350,000 franchised and corporate team members** worldwide.
- More than half of Domino's sales come from outside the U.S.
- Domino's had global retail sales of more than \$14.3 billion in 2019, with over \$7 billion in the U.S. and nearly \$7.3 billion internationally.
- Domino's International has experienced **107 consecutive quarters of positive same-store sales growth** (Q3 2020).
 - Domino's has had 38 consecutive quarters of positive domestic same-store sales growth (Q3 2020).
- Domino's largest markets are the following (by number of stores as of Q3 2020):

• U.S. – 6,239	• Mexico – 785	• South Korea – 466
• India – 1,260	• Japan – 688	• France – 413
• U.K./Ireland – 1,192	• Turkey – 545	• Spain – 335
• Australia/N.Z. – 839	• Canada – 534	• Germany – 334

BUSIEST DAYS FOR DOMINO'S

- **New Year's Eve** is the busiest delivery day of the year for Domino's.
- New Year's Eve is followed by **Halloween, Super Bowl Sunday, Thanksgiving Eve and New Year's Day**.
- Domino's in the U.S. typically sells around **2 million pizzas on Super Bowl Sunday** – about 40% more than on a normal Sunday.

TECHNOLOGY & ONLINE

- Domino's AnyWare is a suite of ordering technology that gives customers **15 digital ways to order** – allowing them to order from anywhere, at any time, using whatever device they'd like.
- Domino's generated more than **65% of sales via digital ordering channels** in the U.S. in 2019.
- More than **90% of Domino's international markets** feature online ordering.



DOMINO'S PIZZA

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