



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** Werner Lomker can make three large pizzas in just **47.56 seconds**.

STORE & FRANCHISE OWNER FACTS

- About **94%** of Domino's stores in the U.S. are **franchise-owned**.
- Domino's has about **730 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 **19,000 stores in over 90 markets** around the world (Q1 2022).
- 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 \$17.8 billion in 2021, with more than \$8.6 billion in the U.S. and more than \$9.1 billion internationally.
- Domino's International has experienced **113 consecutive quarters of positive same-store sales growth** (Q1 2022).
- Domino's largest markets are the following (by number of stores as of Q1 2022):
 - U.S. – 6,597
 - India – 1,549
 - U.K./Ireland – 1,228
 - Australia/N.Z. – 869
 - Japan – 902
 - Mexico – 805
 - Turkey – 611
 - Canada – 573
 - China – 492
 - South Korea – 475
 - France – 463
 - Germany – 387

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 **13 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

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