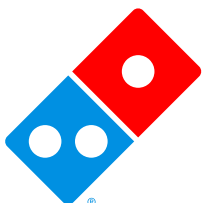


# COMPANY HISTORY



## Domino's Pizza

30 Frank Lloyd Wright Drive  
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[www.dominos.com](http://www.dominos.com)

- 1960** Tom Monaghan and his brother, James, purchase “DomiNick’s,” a pizza store in Ypsilanti, Michigan. Tom borrows \$900 to buy the store.
- 1961** James trades his half of the business to Tom for a Volkswagen Beetle.
- 1965** Tom, the sole owner of the company, renames the business “Domino’s Pizza Inc.”
- 1967** The first Domino’s Pizza franchise store opens in Ypsilanti, Michigan.
- 1975** Amstar Corp., maker of Domino Sugar, institutes a trademark infringement lawsuit against Domino’s Pizza.
- 1980** Federal court rules Domino’s Pizza did not infringe on the Domino Sugar trademark.
- 1983** Domino’s first international store opens in Winnipeg, Canada, and the 1,000th Domino’s store in the U.S. opens.
- 1985** Domino’s opens 954 units, for a total of 2,841, making Domino’s the fastest-growing pizza company in the country.
- 1989** Pan pizza, the company’s first new product, is introduced.  
  
Domino’s opens its 5,000th store in the U.S.
- 1992** Domino’s rolls out breadsticks, the company’s first national nonpizza menu item.
- 1993** Thin crust pizza is rolled out nationwide.  
  
The company discontinues its 30-Minute Guarantee and reemphasizes the Total Satisfaction Guarantee: If for any reason you are dissatisfied with your Domino’s Pizza dining experience, we will remake your pizza or refund your money.
- 1994** Domino’s rolls out Buffalo wings, its first chicken menu item, in stores across the U.S.
- 1995** Domino’s opens its 1,000th international store.
- 1996** Domino’s launches its website ([www.dominos.com](http://www.dominos.com)).
- 1997** Domino’s opens its 1,500th store outside the U.S. – opening seven stores in one day on five continents simultaneously.
- 1998** Domino’s launches another industry innovation, Domino’s HeatWave®, a hot bag using patented technology that keeps pizza oven-hot to the customer’s door.

Domino’s opens its 6,000th store in San Francisco, California.

Domino’s founder, Tom Monaghan, announces his retirement to pursue other interests, and gives up ownership of the company to Bain Capital Inc.

# COMPANY HISTORY



**1999** David A. Brandon is named chairman and chief executive officer.

**2000** Domino's opens its 2,000th store outside the U.S.

**2001** Domino's adds Cinna Stix®, a new dessert item, to its menu.

Domino's stores in New York City and Washington D.C. provide more than 12,000 pizzas to relief workers following Sept. 11. Domino's establishes a team member matching funds program to financially assist the American Red Cross and donates \$350,000 to the Disaster Relief Effort.

**2004** Domino's Pizza Inc. becomes a publicly traded company on the New York Stock Exchange (NYSE) in July 2004, under the new ticker symbol DPZ.

The company announces a three-year partnership with St. Jude Children's Research Hospital®. St. Jude was selected as the company's "charity of choice" by Domino's franchise owners and team members.

**2005** Domino's celebrates the completion of the three-year renovation of its World Resource Center in Ann Arbor, Michigan. The renovation marks the first major improvement to the company's world headquarters since Domino's founder Tom Monaghan opened the sprawling Domino's Farms office complex.

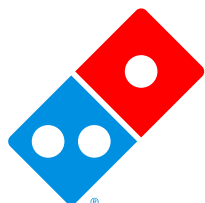
**2006** Domino's indefinitely extends its relationship with St. Jude as its national charitable partner.

Domino's celebrates the opening of its 8,000th store with simultaneous celebrations of the opening of its 5,000th U.S. store in Huntley, Illinois, and its 3,000th international store in Panama City, Panama.

**2008** Domino's launches a food delivery industry first: Domino's Tracker®. This revolutionary technology allows Domino's customers to follow the progress of their order online, from the time they click the "Place Order" button (or hang up the telephone), until the order is delivered.

Domino's begins a two-year span of historic menu expansion, launching Domino's Oven Baked Sandwiches™, Penne Pastas, Domino's American Legends® and Chocolate Lava Crunch Cakes.

**2009** In December, Domino's announces its new and inspired pizza. Reinvented from the crust up, the reformulation is one of the biggest moves in the company's 50-year history, and was inspired by its toughest consumer critics.



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**2010** Domino's opens its 9,000th store in the world. To celebrate, the company conducts symbolic opening events at two stores, a world apart. The first, in New Delhi, India's thriving capitol city, marks the 4,000th international store. The second, in New Orleans, Louisiana, in a neighborhood rebuilding itself after being ravaged by Hurricane Katrina in 2005.

Bain Capital sells its interests in Domino's Pizza.

Patrick Doyle is named president and chief executive officer after nearly 13 years with the company.

**2011** Pizza Today Magazine names Domino's its "Chain of the Year" for the second straight year – making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years.

Domino's continues to revamp its menu, launching a new recipe for Buffalo wings and boneless chicken, as well as a new line of Domino's Artisan™ Pizzas, and a new bread side, Stuffed Cheesy Bread.

Patrick Doyle is named No. 1 Best CEO of 2011 by CNBC.

**2012** Domino's debuts its ordering app for Android phones. This, in addition to its existing iPhone app which debuted in 2011, offers a Domino's mobile ordering app to more than 80% of smartphones.

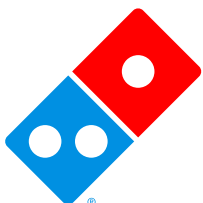
Domino's introduces its mobile ordering technology on Amazon's Kindle Fire by launching the Domino's app into the Amazon Appstore for Android. This marks the company's first appearance in the Amazon Appstore for Android and the company's first Android tablet app.

In August, Domino's launches its "Ultimate Delivery Vehicle" design competition – a campaign as unique as anything in its 52-year history. Pizza lovers and car enthusiasts were asked to help Domino's revolutionize the pizza industry by contributing to the design of the Ultimate Delivery Vehicle – something Domino's fans and customers could see as part of the delivery experience in the future.

Domino's unveils its new logo and 'pizza theater' store design, marking a significant change in its customer experience!

Domino's opens its 9,999th store in the world with a celebration in Carlsbad, California. Days later, Domino's celebrates the opening of its 10,000th store in the world in Istanbul, Turkey.

After adding Parmesan Bread Bites to its menu in early 2012, Domino's debuts the biggest product launch since the redesign of its core Hand-Tossed Pizza, launching its Handmade Pan Pizza in September. Made from fresh, never-frozen dough, the terrific product marked Domino's entry into the pan pizza scene in a big way!



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# COMPANY HISTORY



**2013** Domino's opens its first Thailand store in Bangkok.

Domino's introduces a pilot program in one Salt Lake City store that let customers watch their orders being made live via a webcam. Five webcams were placed in the store's kitchen for the entire month of May.

Domino's launches a new ordering app for Windows Phone 8. The new app added voice capabilities and allows customers to pin their current order directly to their start screen, which allows direct access to track an order using Domino's Tracker.

Domino's debuts its "Secondhand Logos" program on Pinterest. The program encouraged artists to recycle old Domino's logo materials (from signage and clothing to store materials) into pieces of art.

Domino's launches a unique campaign highlighting franchisee success stories. The campaign featured franchisee Reece Arroyave's story from handing out flyers to becoming a business owner. More than 95% of current Domino's franchisees in the U.S. started off as delivery drivers or pizza makers.

Domino's launches Pizza Profiles on dominos.com. The enhanced online ordering profile platform gives customers the ability to save information and record their favorite order in as little as five clicks, or about 30 seconds.

Domino's opens its first ever 'pizza theater' store in New Orleans.

**2014** Domino's unveils its ordering app innovation using Ford SYNC® AppLink™ System. Customers who have a Pizza Profile on their Domino's mobile app, as well as the Ford SYNC in-car connectivity system, will be able to use Ford SYNC to place their saved "Easy Order" in just a few simple, voice-activated steps.

Domino's introduces Specialty Chicken (now known as Loaded Chicken), which comes in four unique flavors: Crispy Bacon & Tomato, Spicy Jalapeno-Pineapple, Classic Hot Buffalo and Sweet BBQ Bacon.

Domino's starts accepting payment via Google Wallet.

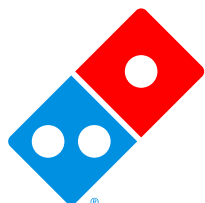
Domino's releases its new iPad® ordering app, which puts pizza at the center of everything – including updated, mouthwatering food photography and a newly created, more realistic custom pizza builder.

Domino's opens its 11,000th store in the world in Brantford, Ontario, Canada.

Domino's launches an online group ordering tool which makes ordering pizza for large parties and group gatherings easy.

Domino's kicks off voice ordering for its iPhone® and Android™ apps.

Domino's opens its first store in Kenya.



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# COMPANY HISTORY



**2015** Domino's launches AnyWare, a suite of innovative technology that allows customers to order in more ways and on more devices than ever before. Customers can order via text, tweet, Samsung Smart TV®, Ford SYNC® AppLink™ system, the Android Wear smartwatch app, Pebble® smartwatch app, or via voice ordering with Dom.

Domino's Event Center opens at St. Jude Children's Research Hospital® in Memphis, Tennessee. The flexible event space can be used for hospital fundraising events, patient and family activities, and entertainment.

Domino's opens in six new international markets: Cambodia, Azerbaijan, Republic of Georgia, Portugal, Italy and Belarus.

Domino's celebrates the grand opening of its 12,000th store in the world, in Oklahoma City.

Domino's launches Marbled Cookie Brownie – a warm and gooey blend of milk chocolate chunk cookie and fudge brownie that is baked in the oven.

Domino's introduces Piece of the Pie Rewards, a loyalty program that provides exclusive members-only discounts, bonus offers and perks.

Domino's DXP™ (Delivery Expert), a specially designed and built pizza delivery vehicle three years in the making, is launched across 25 markets in the U.S. The car can hold up to 80 pizzas and features a warming oven located behind the driver's door, as well as storage areas designed for easy loading and unloading of pizzas and other menu items.

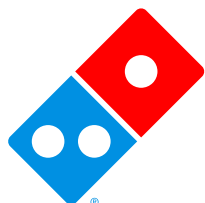
**2016** Domino's opens its 1,000th store in India.

Domino's unveils the following additions to its line of AnyWare technology: Amazon Echo, Apple Watch, zero-click ordering, Facebook Messenger and Google Home.

Domino's rolls out a second wave of DXP delivery vehicles across the U.S., bringing the total number of DXPs to 155.

Domino's celebrates the grand opening of its 13,000th store in the world. The store is located in Auburn, Washington – just outside of Seattle.

Domino's launches salads in all stores across the U.S.



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# COMPANY HISTORY



**2017** Domino's introduces the first wedding registry for couples who prefer delicious melty cheese to crystal gravy boats. Nine months later, Domino's welcomes its next labor of love to the world – a baby registry for pizza-loving couples.

Domino's opens the doors to its 14,000th store in the world, located in Cyberjaya, Malaysia.

Domino's hosted its first-ever National Movie Night on Facebook Live by streaming "Ferris Bueller's Day Off."

Domino's launches Bread Twists, a delicious addition to its lineup of side items.

Domino's and Ford team up on an industry-first collaboration to understand the role that self-driving vehicles can play in pizza delivery. As part of the test, researchers from both companies investigate customers' reactions to interacting with a self-driving vehicle as part of their delivery experience.

Domino's becomes the first and only national pizza delivery chain to offer points to its loyalty members no matter how they order – via online, phone and in-store.

Domino's opens stores in three new international markets: Slovakia, Malta and Austria.

Domino's adds IFTTT and Slack to its lineup of AnyWare ordering technology.

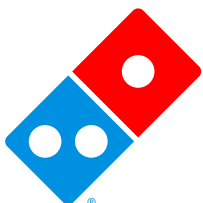
**2018** Domino's and Ford announce a second round of self-driving delivery vehicle testing. This round focuses on customer experience in an urban setting, taking place in Miami.

Domino's celebrates the opening of its 15,000th store in the world, located in Lewisville, Texas.

Loyal customers gained yet another way to earn points toward free pizza with Domino's Piece of the Pie Pursuit mobile game. The game provides players with pizza-themed challenges such as guiding your pizza cutter car along a boost-filled track in a race against the clock or using a pizza sauce "spoodle" to catapult to new heights.

The company launches another delivery revolution – Domino's Hotspots®. More than 200,000 Domino's Hotspots are active nationwide so customers can receive delivery orders at spots that don't have traditional addresses – places like local parks, sports fields and beaches.

Domino's vows to save pizza, one pothole at a time, with its introduction of Paving for Pizza grants. The company gave away one grant in each state in the U.S. to help smooth the ride home for freshly made pizzas.



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# COMPANY HISTORY



**2018 cont.** After more than 20 years with the company and eight years as CEO and president, Patrick Doyle departs from Domino's. Domino's Board of Directors promotes Richard Allison to the role of CEO, effective July 1, 2018.

Domino's launches a dinner bell function within its app to make getting everyone to the dinner table even easier.

Domino's opens its first store in Mauritius, located in Port Louis.

**2019** Domino's launches the Points for Pies campaign and celebrates the love of all pizza by giving away rewards points for any pizza.

The 16,000th Domino's store in the world opens in Cheektowaga, New York.

Domino's continues its international growth as it opens the first stores in Bangladesh, the Czech Republic and Luxembourg.

Domino's and Xevo, the leader of in-vehicle commerce and services for automakers, delivers a pre-loaded in-car ordering system where customers can order their favorite pizza with a few taps of their vehicle's touchscreen.

Domino's brings pedal-powered delivery to stores across the U.S. with its launch of e-bikes.

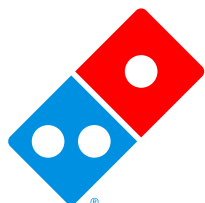
Domino's Innovation Garage opens in Ann Arbor, Michigan. The additional workspace at Domino's World Resource Center celebrates the spirit of creativity and collaboration, as it allows cross-functional teams to work together to create and test new ideas.

Domino's celebrates the grand openings of its 1,200th store in India and its 600th store in Japan.

Domino's begins rolling out GPS delivery tracking technology in stores throughout the U.S.

**2020** Domino's made picking up pizza easier than ever with Pie Pass – technology that rolls out the red carpet for carryout customers who order and pay online by allowing them to skip the line in stores and grab their order.

The pizza brand commemorates the opening of its 17,000th store in the world with a celebration at Domino's in Bradbury, New South Wales, Australia.



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# COMPANY HISTORY



**2020 cont.** Domino's company-owned and franchised stores donate about 10 million slices of pizza within their local communities to help feed those in need during the COVID-19 crisis.



Domino's introduces its Rain Check Registry for couples who are postponing or rescheduling their weddings due to the pandemic. The registry features gift card packages to help pizza-loving couples get through long days of creating change-the-date cards, negotiating with florists and rescheduling honeymoon plans.

Domino's announces yet another way for customers to carry out their favorite pizza: via Domino's Carside Delivery®. The contactless carryout option allows customers who place a prepaid online order to stay in their vehicle while a team member delivers the order to their car.

Can pizza boxes be recycled? Oh yes they can! Domino's and its primary box supplier, WestRock, launch [recycling.dominos.com](https://recycling.dominos.com) – a website to share the facts about pizza box recycling.

Domino's opens its first store in Croatia.

Domino's commits to raising \$100 million by 2030 for St. Jude – marking the largest commitment in the hospital's history. In honor of the pledge, St. Jude announces it will name its newest on-campus housing facility, The Domino's Village. The facility will feature 140 fully-furnished apartments that will accommodate a variety of patient families.

As 2020 proves to be a difficult year for many, Domino's awards a special bonus to company-owned store and supply chain hourly team members and drivers – an investment totaling more than \$9.6 million.

Domino's establishes the United Negro College Fund Domino's Pizza Scholarship for full-time students who are enrolled at a Historically Black College or University.

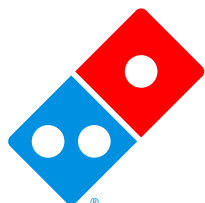
**2021** Domino's announces it raised a record-breaking \$13 million to support St. Jude in 2020.

Domino's launches autonomous pizza delivery with Nuro in Houston, Texas. The deliveries use Nuro's R2 robot, which is the first completely autonomous, occupantless on-road delivery vehicle.

After a long hiatus, Domino's archnemesis, the Noid™, returns to TV screens! The antihero, who is still up to no good, attempts to thwart the advanced technology of Nuro's R2 robot, with no success.

Domino's opens two new international markets: Ghana and Lithuania.

Domino's rolls out a new guarantee: order Domino's Carside Delivery online, check in when you arrive, and as soon as your order is ready, a Domino's team member will head to your car in less than two minutes or your next pizza is free.



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# COMPANY HISTORY



**2021 cont.** Domino's celebrates the opening of its 18,000th store in the world, in La Junta, Colorado.

Domino's corporate and franchised-owned stores across the U.S. give away Surprise Frees™ – \$50 million worth of free menu items to randomly selected customers.

Oven-Baked Dips join Domino's menu, making the perfect accompaniment to Domino's Bread Twists.

**2022** Domino's introduced Carryout Tips – a promotion that thanked carryout customers for serving as their own delivery drivers by offering them a \$3 tip to use on their next online carryout order.

Domino's CEO Ritch Allison retired from the company, with Russell Weiner taking over on May 1, 2022.

Domino's teamed up with Netflix to launch a first-of-its-kind mind ordering app, prior to the premier of "Stranger Things" season four. The immersive experience app transports users to the center of the TV show, and allows "test subjects" to use their "powers" to order pizza via facial recognition and eye-tracking technology!

As prices increased on nearly everything, from milk to eggs, gas and more, the pizza brand launched an inflation relief deal for customers, giving them 20% off all menu-priced items ordered online.

For the 19th consecutive year, Domino's participated in St. Jude's *Thanks and Giving* fundraising campaign. The brand raised more than \$13 million for the hospital in 2022.

Domino's electrified pizza delivery by announcing the rollout of more than 800 custom-branded 2023 Chevy Bolt electric vehicles across select stores in the U.S. – making it the largest electric pizza delivery fleet in the country!

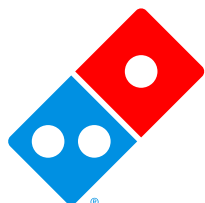
The largest pizza company in the world continued its expansion by opening stores in two new countries – Uruguay and Latvia.

**2023** Domino's introduced its first new menu item of the year: Loaded Tots – crispy tots loaded with melty cheese and mouthwatering toppings.

Domino's became the first pizza company and one of the first quick-service restaurant brands in the U.S. to offer easy on-the-go ordering via Apple CarPlay.

Domino's launched Pinpoint Delivery – a new technology that allows customers to receive a delivery nearly anywhere, including places like parks, baseball fields and beaches, becoming the first quick-service restaurant brand in the U.S. to deliver food to customers with the drop of a pin

Domino's entered into a new global agreement with Uber. The agreement allows U.S. customers to order Domino's products through the Uber Eats and Postmates apps, with orders delivered by Domino's delivery experts.



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# COMPANY HISTORY



**2023 cont.** Domino's launched its new and improved loyalty program, Domino's Rewards, which offers members even more opportunities to earn and redeem points.

The Domino's Village, the newest housing facility at St. Jude Children's Research Hospital, opened in Memphis, Tennessee. The Domino's Village is the first St. Jude housing facility to accommodate short- and long-term stays.

Domino's customers donated more than \$16 million to St. Jude Children's Research Hospital in 2023, supporting its work in advancing treatments and research of childhood cancer and other life-threatening diseases.

Domino's announced a partnership with Microsoft to work together on the next generation of pizza ordering and store operations by leveraging generative AI technology.

Domino's introduced Domino's Emergency Pizza: a program that offered a free medium two-topping pizza to customers to use whenever they needed it most.

Domino's gave away \$1 million worth of free pizzas to customers with student loan payments in the U.S.

Domino's pioneered Plowing for Pizza – a program that awarded \$500,000 in grants to cities to use for plowing snow, as nothing should stand in the way of carrying out a hot, delicious pizza.

**2024** Domino's introduced its fifth crust type with New York Style Pizza – a thin, hand-stretched pizza cut into big, foldable slices.

The largest pizza company in the world launched "You Tip, We Tip" – a promotion that gave customers a \$3 "tip" to use on their next online delivery order, in thanks for tipping their driver.

In May of 2024, Domino's pledged to reach its largest fundraising total of \$300 million by 2034 to benefit the lifesaving mission of St. Jude.

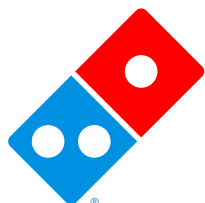
Joana Mendes made history as the first woman to clinch the title in Domino's World's Fastest Pizza Maker competition, achieving a record time of three pizzas made in just 39.2 seconds at the 2024 Domino's Worldwide Rally.

Domino's launched 5-Cheese and Spicy Buffalo 5-Cheese Mac & Cheese as the newest additions to the brand's line of craveable, oven-baked pastas.

The brand expanded its commitment to Future Farmers of America (FFA) in 2024 with \$100,000 worth of scholarships for FFA members pursuing a career in agricultural education across the United States.

Domino's brought back its Emergency Pizza program through a series of new, unexpected brand partnerships, including Amazon and Twitch, Olive & June, Netflix, and football star Stefon Diggs.

Domino's raised more than \$18 million for St. Jude in 2024 through customer donations and team member fundraising efforts



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