



# Domino's 101: Basic 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 **World's Fastest Pizza Maker** Werner Lomker can make three large pizzas in just **57 seconds**.

## STORE & FRANCHISE OWNER FACTS

- Domino's is **93% franchise-owned** in the U.S.
- Domino's has nearly **800 independent franchise owners** in the U.S.
  - More than 90% 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 **16,500 stores in more than 85 markets** around the world (Q3 2019).
- Domino's estimates that it has more than **400,000 franchised and corporate team members** worldwide.
- More than half of Domino's sales come from outside the U.S.
- 2018 global retail sales: \$13.5 billion (\$6.6 domestic, \$6.9 international).
- Domino's International has experienced **103 consecutive quarters of positive same-store sales growth** (Q3 2019).
  - Domino's has had 34 consecutive quarters of positive domestic same-store sales growth (Q3 2019).
- Domino's largest markets are the following (by number of stores as of Q3 2019):

• U.S. – 5,985	• Mexico – 773	• South Korea – 457
• India – 1,259	• Japan – 622	• France – 404
• U.K./Ireland – 1,164	• Turkey – 539	• Germany – 323
• Australia/N.Z. – 826	• Canada – 512	• Spain – 301

## 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 **Super Bowl Sunday, New Year's Day, Thanksgiving Eve** and **Halloween**.
- Domino's typically sells nearly 2 million pizzas on **Super Bowl Sunday** – about 40 percent 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.
- In the U.S., Domino's generates more than **65% of sales via digital ordering channels**.
- More than **75% 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](http://www.dominos.com)