



Domino's® Asks America: Is the Domino™ Pizza's First Fast-Food Icon?

August 31, 2026

Pizza brand is giving away up to \$1 million worth of its new Detroit-style pizza for one, inviting customers to compare it to icons like the Big Mac®, Whopper® and Crunchwrap Supreme®

ANN ARBOR, Mich., Aug. 31, 2026 /PRNewswire/ -- The Domino has arrived! It's not just [Domino's first Detroit-style pizza for one](#). It's shaped like the brand's iconic logo and was rated as one of the best-tasting products in the company's history, making it the first pizza worthy of Domino's name. Like a Big Mac or Whopper, the Domino is made for one – no sharing involved. Now **Domino's Pizza Inc.** (Nasdaq: DPZ) is giving customers the chance to try it for free through its ["Is the Domino Worthy?" promotion](#), inviting America to judge whether the Domino has earned a place among fast food's most iconic menu items.



"The Domino was created for the way people eat today, where a meal doesn't always mean sharing the same pizza," said Kate Trumbull, Domino's executive vice president – chief marketing officer. "It solves a problem traditional pizza never could: everyone gets the toppings they love, without having to compromise. We saw an opportunity to reinvent pizza from the crust up, and the result is the Domino: a Detroit-style pizza built for one person, made exactly how they want it, and one of the strongest-performing products we've ever tested. We think it has what it takes to become an iconic menu item, and we want customers to try and decide for themselves."

How to Try a Domino for Free

Domino's is giving away up to \$1 million worth of free Dominos as it looks to join the ranks of some of the biggest legends in the fast-food industry. To enter for the chance to win a free Domino, customers must:

- Purchase a McDonald's Big Mac, Burger King Whopper, Taco Bell Crunchwrap Supreme, Chick-fil-A® Chicken Sandwich or Chipotle® Burrito.*
- Upload their receipt to [IsTheDominoWorthy.com](https://www.dominos.com/is-the-domino-worthy).
- Domino's will email an offer code for one free Domino to customers on a first-come, first-served basis, while supplies last.

The Domino is handmade with premium, buttery-flavored pan dough encrusted with real Parmesan cheese and baked in a rectangular pan to create a crispy Parmesan Detroit-style crust. It is topped with two layers of cheese, customers' choice of sauce and up to three toppings, finished with a drizzle of Domino's signature garlic seasoning, and cut into two generous slices.

To find the nearest Domino's location and try the Domino today, visit [dominos.com](https://www.dominos.com) or download Domino's app.

**NO PURCHASE NECESSARY. OFFERS ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS, WHILE SUPPLIES LAST. QUANTITIES ARE LIMITED. Open to legal US residents physically residing in the 50 US/DC who are 13+ years of age. Minor Participants must have parental consent to participate. Offer Period begins on 8/31/26 at 12:00:01 am ET and ends at*

11:59:59 pm ET on 9/30/26, or when all available Offers are depleted (whichever comes first). A minimum of 105,375 Offer Codes are available. To participate without uploading a receipt, see Terms. Limit one (1) Offer Claim per person regardless of method of participation. Offer Code expires 10/14. Other restrictions apply. For full Terms, visit <http://isthedominoworthy.com/Terms>

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About Domino's Pizza®

Founded in 1960, Domino's Pizza is the largest pizza company in the world, with a significant business in both delivery and carryout. It ranks among the world's top public restaurant brands with a global enterprise of more than 22,500 stores in over 90 markets. Domino's had global retail sales of over \$20.6 billion in the trailing four quarters ended June 14, 2026. Its system is comprised of independent franchise owners who accounted for 99% of Domino's stores as of the end of the second quarter of 2026. In the U.S., Domino's generated more than 85% of U.S. retail sales in 2025 via digital channels and has developed many innovative ordering platforms.

Order – dominos.com

Company Info – biz.dominos.com

Media Assets – media.dominos.com



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