



## Which Came First: The Turkey or the Pizza?

November 26, 2002

ANN ARBOR, Mich. - Nov. 26, 2002 - The pizza, of course! Before families across America enjoy their Thanksgiving Day smorgasbords, many fuel up the night before on America's other favorite food – pizza.

That's right – pizza is the prime meal choice for families coming together on Thanksgiving Eve. Domino's Pizza stores nationwide are doubling their staff and ordering more dough, sauce and cheese to take on the surge of orders expected. Domino's expects to sell 50% more pies than the number sold on a typical Wednesday – that means more than one million pizzas are predicted to be delivered nationwide the evening before Thanksgiving. Statistically, there will be a pizza coming out of the oven every two minutes in every one of the 4,800 Domino's stores across the country!

"Sales the night before Thanksgiving represent the third highest peak of the Domino's Pizza year, besides Super Bowl Sunday and Halloween," says Holly Ryan, Domino's Pizza spokesperson. "Who wants to cook the night before Turkey Day? Our customers love making one call to avoid cooking and clean up. They'll have plenty of that the next day."

For example, in a recent survey of over 800 people conducted on SupermarketGuru.com, 46% percent of consumers polled said that they order pizza as a quick meal, and 19% said they order pizza to save the day.

In addition, 41% said that their quirkiest pizza-eating habit was to eat it cold for breakfast the next morning – though Domino's knows that on Thanksgiving, everyone will be saving room for the turkey and pie!

Founded in 1960, Domino's Pizza, the recognized world leader in pizza delivery, operates a network of 7,138 Company-owned and franchised stores in the United States and more than 50 international markets. Domino's is committed to leading the industry in product quality and operational excellence.