



## Domino's Pizza Toppings Tell All

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### Study by Leading Smell and Taste Authority Reveals Correlation Between Pizza Toppings and Personality

ANN ARBOR, Mich., Jan 13, 2006 /PRNewswire via COMTEX News Network/ -- Wonder why some are more professionally ambitious than others? What makes one a natural leader? Why do some people thrive as the center of attention? Look no further than pizza toppings.

A study commissioned by Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, and Dr. Alan Hirsch, director of the Smell & Taste Treatment and Research Foundation in Chicago, reveals that preferred pizza toppings reflect personality and may dictate the ways in which people interact with each other.

The study was sparked by a new offer from Domino's Pizza, the Spectacular 7's deal, offering customers three medium pizzas with unlimited toppings for just seven dollars each -- a pizza for every persona in the bunch.

"This study validates that many of our customers prefer more and diverse toppings," said Trish Drueke, head of brand marketing and research at Domino's Pizza. "Our new Spectacular 7's Deal gives our customers the opportunity to enjoy pizza, no matter how many toppings they prefer. And since they get three medium pizzas with unlimited toppings for just \$7 each, everyone can have the pizza of their dreams."

According to the study:

- \* The most popular pizza toppings include pepperoni, sausage and green peppers
- \* Among the least popular toppings were ham, banana peppers and chicken
- \* Thirty-five percent of respondents preferred plain cheese pizzas.

"The combinations of pizza eaters' favorite toppings show a correlation between those toppings and their behavior," according to Dr. Hirsch.

#### What the Toppings Tell

The study examined how pizza-topping preferences translate into personality.

##### Non-traditionalists

Those who prefer non-traditional toppings such as pineapple and onion tend to be aggressive, achievement-oriented, natural leaders. They do not easily suffer fools.

##### Pepperoni Please

People who prefer traditional, single meat toppings described themselves as being irritable, argumentative, procrastinators, who frequently conveniently "forget" obligations at work and at home.

##### Meat Fanatics

Those who preferred traditional, multiple meat toppings are dramatic, seductive extroverts who thrive as the center of attention. They crave novelty in all aspects of their life, are fashionable and impeccably groomed.

##### One Veggie Please

Pizza eaters who prefer traditional, vegetable, one-topping pizzas are empathetic, understanding, well adjusted and easy going, making them the ideal parents.

##### Pile on the Veggies

Those who prefer multiple vegetable toppings are trustworthy, loyal and dependable. They value friendship as the ultimate manifestation of life's ideals. They function best in a group environment. They are humble, introverted, and avoid the spotlight.

Additional study findings revealed:

- \* People are passionate about pizza. Forty-four percent of respondents agreed completely that they are passionate about their pizza topping choices.
- \* I eat pepperoni, therefore I am. Nearly two-thirds of respondents

somewhat or completely agreed that their pizza topping choices reflect their personalities.

- \* Pizza eaters seem stuck in their ways. Forty-eight percent say they would never try new pizza topping combinations, while 38 percent say they order the same pizza every time.
- \* Meat edges out the veggies. Sixty-seven percent prefer meat and cheese toppings over vegetable and cheese toppings.
- \* Toppings rule. When asked if their dream pizza would have more or less toppings, nearly 60 percent opted for a fully loaded pizza. Twenty-seven percent think 10 toppings would constitute their dream pizza.

However, Domino's Pizza customers need not worry about revealing too much of themselves by their topping preferences. There are a minimum of 1,024 possible Domino's Pizza topping combinations. So, the innermost secrets of pizza eaters remain in the "pie" of the beholder.

#### Methodology

The study was conducted on behalf of Domino's Pizza in December 2005, by the Smell & Taste Treatment and Research Foundation among a sample of 1,000 English-speaking residents primarily in the Chicago metropolitan area. The respondents previously had completed a number of psychiatric and personality tests for the Foundation.

[PizzaofYourDreams.com](http://www.PizzaofYourDreams.com)

To learn more about Domino's Toppings Tell All study or Domino's Spectacular 7's Deal, log on to <http://www.PizzaofYourDreams.com> . Visitors also can enter the Domino's Pizza "Spectacular 7's Sweepstakes" for a chance to win the weekend getaway of their dreams or the "pizza of their dreams" for a year and create the pizza of their dreams playing the Dream Pizza Catch game.

#### About Domino's Pizza

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily franchised system, Domino's operates a network of 7,945 franchised and Company-owned stores in the United States and more than 50 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of more than \$4.6 billion in 2004, comprised of nearly \$3.2 billion domestically and more than \$1.4 billion internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is the "Official Pizza of NASCAR." More information on the Company, in English and Spanish, can be found on the web at <http://www.dominos.com> .

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