



Collaboration & Development

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**OPPORTUNITY ANALYSIS:
SCHOOL LUNCH**

"Operation Lunch Lady"

Imperatives for Success

**SALES &
MARKETING**



**OPERATIONS
SUPPORT**



**NEW
PRODUCT**



School Lunch Pizza Supply Partner Summit

Crust

- Must Be Whole Grain While Maintaining Student Appeal
- Must Be Produced Fresh At Our Dough Facilities
- Must Perform Similarly To Our Classic Hand-tossed Dough



Sauce

- Reduce Sodium
- Maintain Flavor Profile
- Maintain



Cheese

- Reduce Fat
- Reduce Sodium
- Maintain Bake Performance Attributes



Toppings

- Reduce Fat
- Reduce Sodium



Ultragrain: The 1st Ingredient for Success

- The patented whole wheat flour that delivers whole grain nutrition with the mainstream taste, texture and appearance of white flour.

**Specially
Selected Wheat**

+

**Patented Milling
Process and
Granulation**

=



The Other Ingredients ...

Formula Development



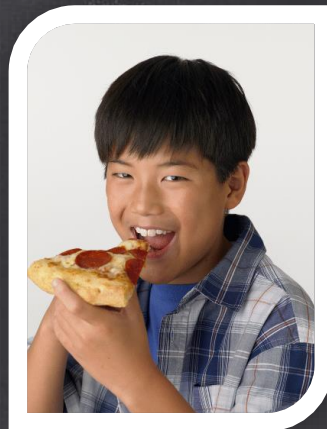
Operational Testing



Delivery Evaluation



Consumer Testing



Marketing Support



Anatomy of a Smart Slice

White Whole-Wheat Crust

- 51% Ultragrain whole-wheat flour
- Up to 4 grams of fiber plus vitamins A and E, magnesium and iron

100% Real Lite Mozzarella Cheese

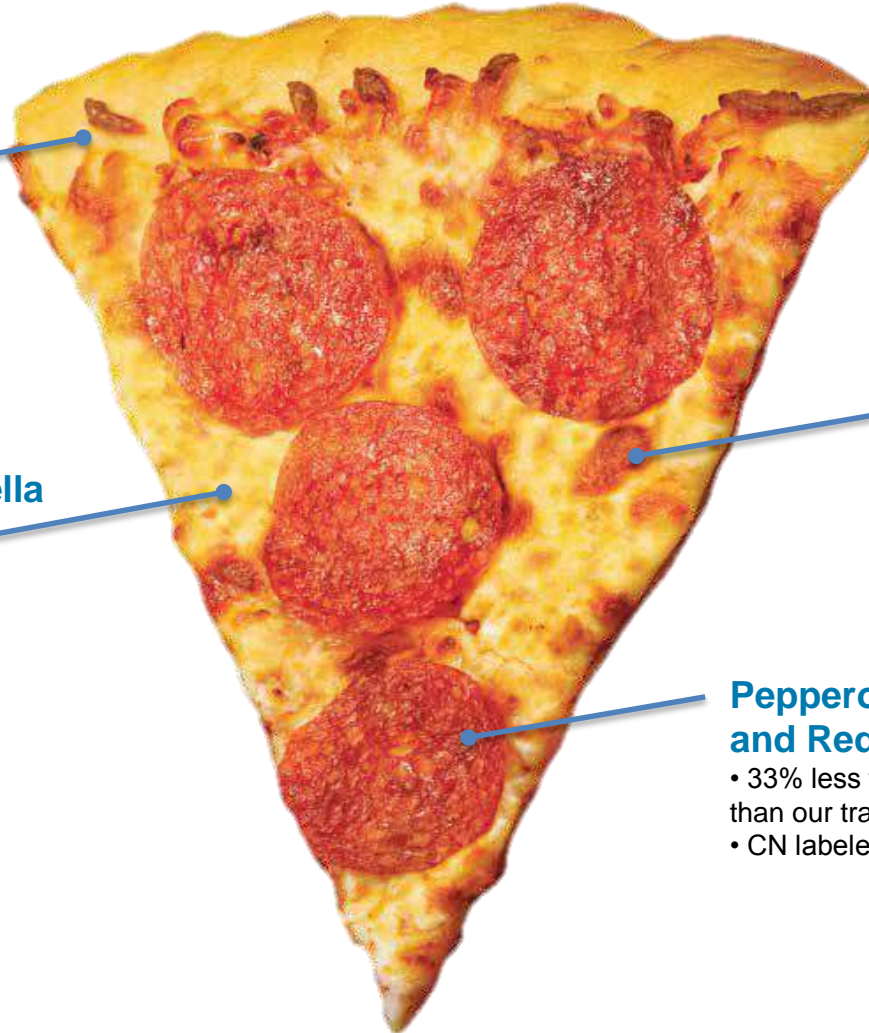
- ½ the fat of our traditional pizza cheese
- Reduced the sodium by 100mg compared to standard Lite Mozzarella
- A good source of protein and calcium

Reduced Sodium Pizza Sauce

- 35% less sodium

Pepperoni – Reduced Fat and Reduced Sodium

- 33% less fat and 50% less sodium than our traditional pepperoni
- CN labeled



Tastes Great!

Early Guidance

- Whole Grain Crust Exceeds Benchmarks for New Product Launch

Competitive Measures

- Domino's Smart Slice outperformed the competition, scoring significantly higher ratings on overall liking, likelihood to eat and frequency of eating



Flavor that's Ahead of the Curve



CORE LINE



Cheese



Pepperoni



Turkey Pep
Optional



Sausage



Hawaiian

HONOR ROLL



Cheezzzilla



Bellroni



West Coast Veggie



BBQ
Smokehouse



Kick'n Chicken



Hawaiian Hot Lava

Wrap up

- **Clear Goals**
- **Product development with supplier collaboration**
- **Evaluation across a number of metrics**
- **Supply chain**
- **Operational sell-in**
- **On-going support and management**



Thank you