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
Ultragain: 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.
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