



Domino's®

DOMINO'S UK & ROI



THE FUTURE TASTES GOOD

Insight into Domino's
approach to nutrition

2026 NUTRITION REPORT

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WE HAVEN'T STOOD STILL FOR 40 YEARS. WE'RE NOT ABOUT TO START.

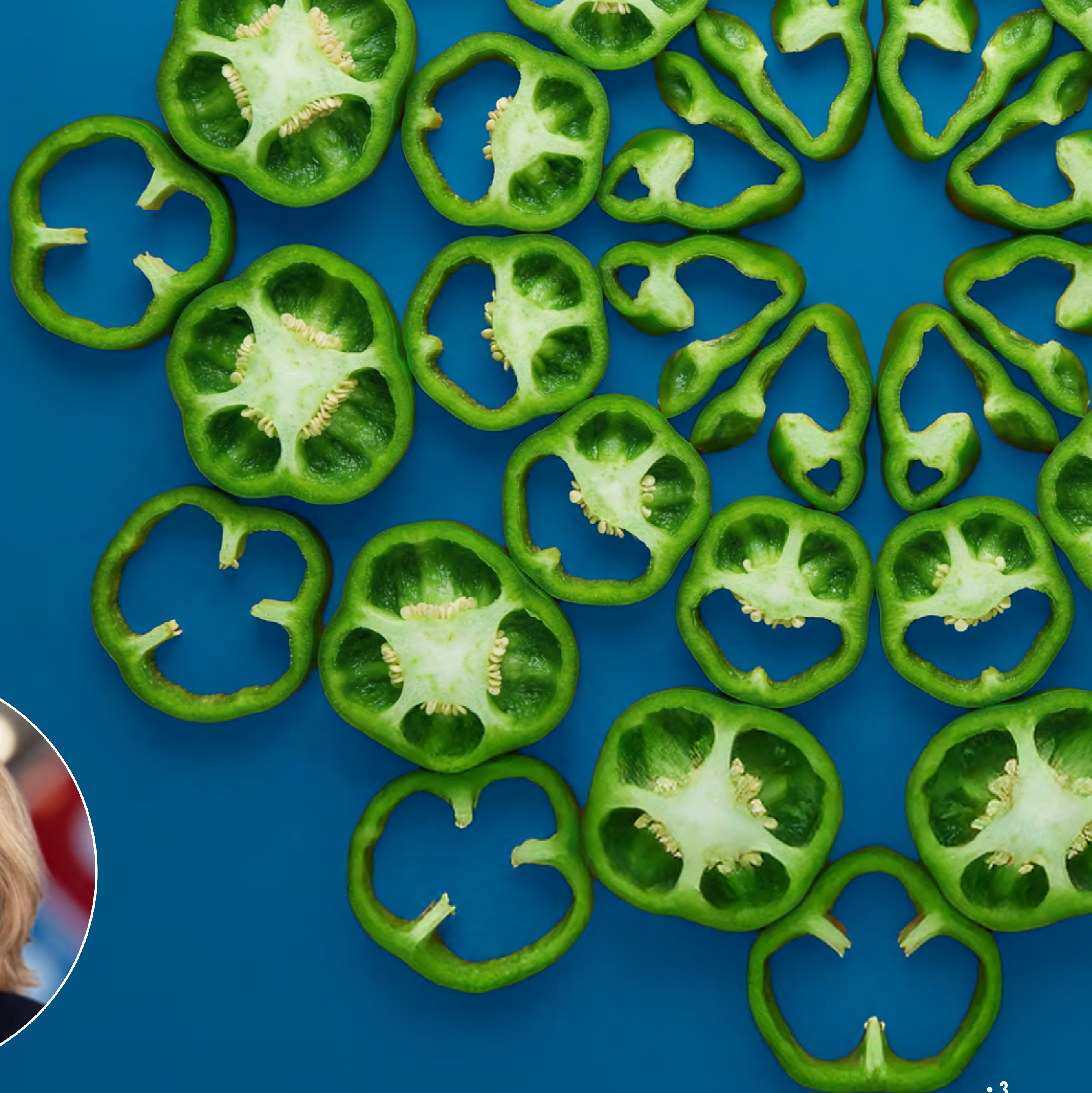
Innovation is a big priority for us at Domino's because it's how we make sure we remain the nation's number one pizza brand. We set high standards for ourselves on quality and service so we can keep delivering hot, fresh pizza in under 25 minutes and safely as possible.

While Domino's is known for pushing the boundaries of great-tasting pizza and products, there's less understanding of what we are doing on nutrition... it's probably not the first thing you think of when it comes to Domino's! Ultimately, that's the challenge we're trying to overcome; providing the balance between the treat that everyone knows and loves but also supporting more frequent customers with improved nutrition.

This is our first nutrition report. It will lift the lid on our plans, actions and strategies to update our ingredients and recipes to cater for customers who are more health-conscious. While some of the changes may go unnoticed as we work hard to preserve the signature taste of Domino's; we remain committed to keeping you informed of the progress we make.

We've already made a good start, but we know there is plenty more we can do and we'll continue to challenge ourselves to be even better at offering choice to our customers.

Nicola Frampton
Chief Executive Officer





“ As the first ever full-time Nutritionist at Domino's, I'm absolutely thrilled to be the one to lead and accelerate the nutrition strategy. I'm aware of the iconic status of this brand and it's important that we move at a pace that's impactful from a nutrition standpoint but also still delivers on taste, enjoyment and health for our customers.”

Sophie Rose, Nutrition Manager

WE WANT TO KEEP EVOLVING OUR MENU

Our customers shop with us on average four times a year and 80% of orders are for two or more people, however we have customers who order from us more frequently.

We're the number one pizza brand in the UK, which means there's an opportunity to create meaningful change for our customers. We also want to keep evolving our menu and increasing choice to ensure everyone can enjoy a Domino's.

We listen to our customers to help inform our plans. They've told us that healthier options, that still taste great, would be welcome on the Domino's menu.

We welcome the challenge and have made it our mission to inform and inspire customers to choose healthier options that we're creating.

80%
**OF ORDERS ARE
FOR TWO OR
MORE PEOPLE**

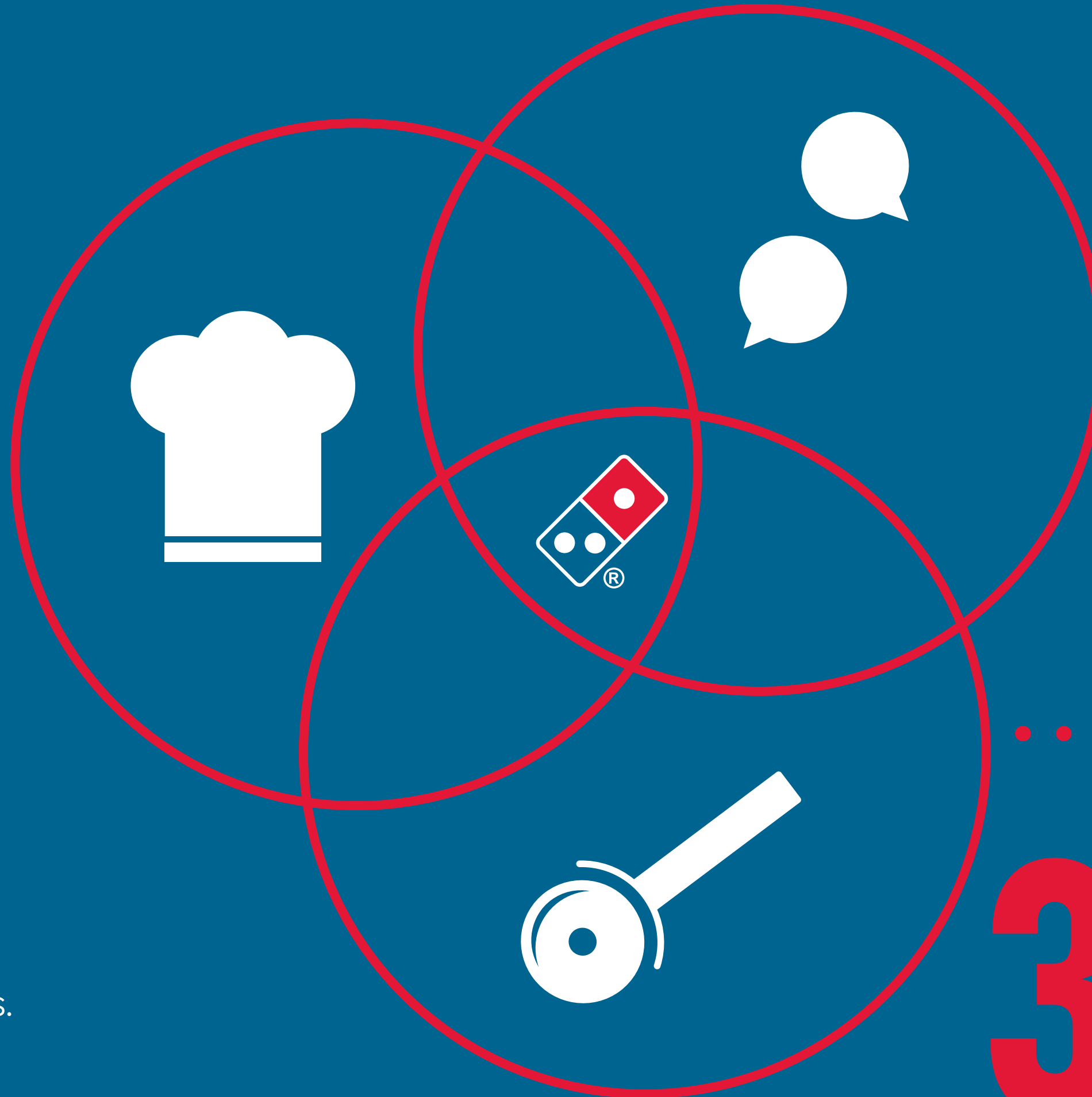


CREATE. COMMUNICATE. REFORMULATE.

Our three pillars of work and what they mean for Domino's nutrition.

1 CREATE

Our success depends on making food that people want to buy but also creating new options for our customers.



2 COMMUNICATE

Signposting our balanced choices in a way that works for our customers.

3 REFORMULATE

Meaningful changes to the products we know our customers love while always staying true to making great tasting food.



CREATE **MAKING BALANCED CHOICES** **EASY AND DELICIOUS**

CREATE YOUR OWN

Our highly customisable 'create your own' menu offers our customers infinite choice. From extra vegetables to different crusts and reduced fat cheese, we know our customers love having the power to make their Domino's their own. Our customers always have – and always will have – the option to make the changes that work for them.

INNOVATION IS ON THE MENU

We are always searching for new ways to use current ingredients differently and have a selection of tasty veg, reduced fat mozzarella and thin & crispy bases on our menu. We are also looking to introduce new menu items to give customers more choice.

NO GUESSWORK

As well as considerations on portion sizes, all our ingredients and recipes use the UK Nutrient Profiling Model (NPM). We use this to assess high in fat, salt and sugar (HFSS) status and quantify the improvements needed.





CREATE: CASE STUDIES





CREATE: CASE STUDY

CHEEKY LITTLE PIZZAS

“
JUST AS TASTY AS A
REGULAR PIZZA BUT MORE
SATISFYING KNOWING
THAT YOU ARE NOT
OVERINDULGING
”

“
IT SATISFIED MY
CRAVING FOR PIZZA,
WHILE ALLOWING ME
TO REMAIN IN A
CALORIE DEFICIT
”

“
THESE PIZZAS ARE
PERFECT FOR A TREAT IF
YOU ARE CALORIE COUNTING.
STILL THE GREAT TASTE OF
A DOMINO'S PIZZA AND
STILL VERY FILLING
”



We led a large piece of customer research to understand how we could adapt our menu to cater for more health-conscious consumers. We discovered customers were receptive to 'lighter' options and something that felt like a 'small treat' rather than outwardly being marketed as 'healthier'. It was vital that concepts still delivered on taste to drive appeal.

Alongside this, we wanted to retain a sense of Domino's and not lose sight of the energy of our brand. Our research showed that customers loved the idea of a smaller, lighter pizza, under 650 calories, but they loved it more when we delivered it in our own tone of voice. It's how we went from "The 650s" to "Cheeky Little Pizzas".

Following the 2023 trials and great satisfaction scores, our happy customers meant we felt confident rolling out Cheeky Little Pizzas to all our stores in 2024. With some further tweaks, we were able to keep them under 600 calories and have expanded the range to include thin & crispy bases which can take your pizza down to under 400 calories.

Cheeky Little Pizzas were our way of delivering an unmistakable Domino's treat... with fewer calories. Our customers continue to vote with their taste buds as Cheeky Little Pizzas made up 2.9% of all orders in 2025, up from 2.5% in 2024.

CHEEKY LITTLE PIZZA	BASE	CALORIES PER PIZZA
CHEESE & TOMATO	Classic	535
	Thin	345
BBQ CHICKEN & BACON	Classic	594
	Thin	394
PEPPERONI	Classic	571
	Thin	398
VEGI CLASSIC	Classic	495
	Thin	298
SAUSAGE & BACON	Classic	541
	Thin	356



CREATE: CASE STUDY

LOADED VEG



Bright, colourful and full of flavour, we launched Loaded Veg and Loaded Veg with Chicken in 2025 and it's already proving to be well received by our customers. Both provide two of the recommended five a day portions of fruit and vegetables, use our 30% reduced fat mozzarella cheese as the default choice and contain only 128 and 160 calories respectively.

Not only are we bringing more vegetable dishes to our menu, we've also focussed on using products we already have on offer to help reduce food waste. A win-win for us and our customers. In the past we've explored and trialled options you would not traditionally expect from Domino's, such as salads, but they didn't drive the appeal we anticipated and led to food waste in stores.

**“IT'S HOT AND FRESH.
THE FLAVOUR IS FANTASTIC.
GREAT FOOD LAST NIGHT,
TRIED THE CHICKEN AND
VEG BOX, PERFECT**

**“THE NEW CHEESY
VEG WAS LOVELY,
GREAT TO SEE NEW
VEGGIE OPTIONS**

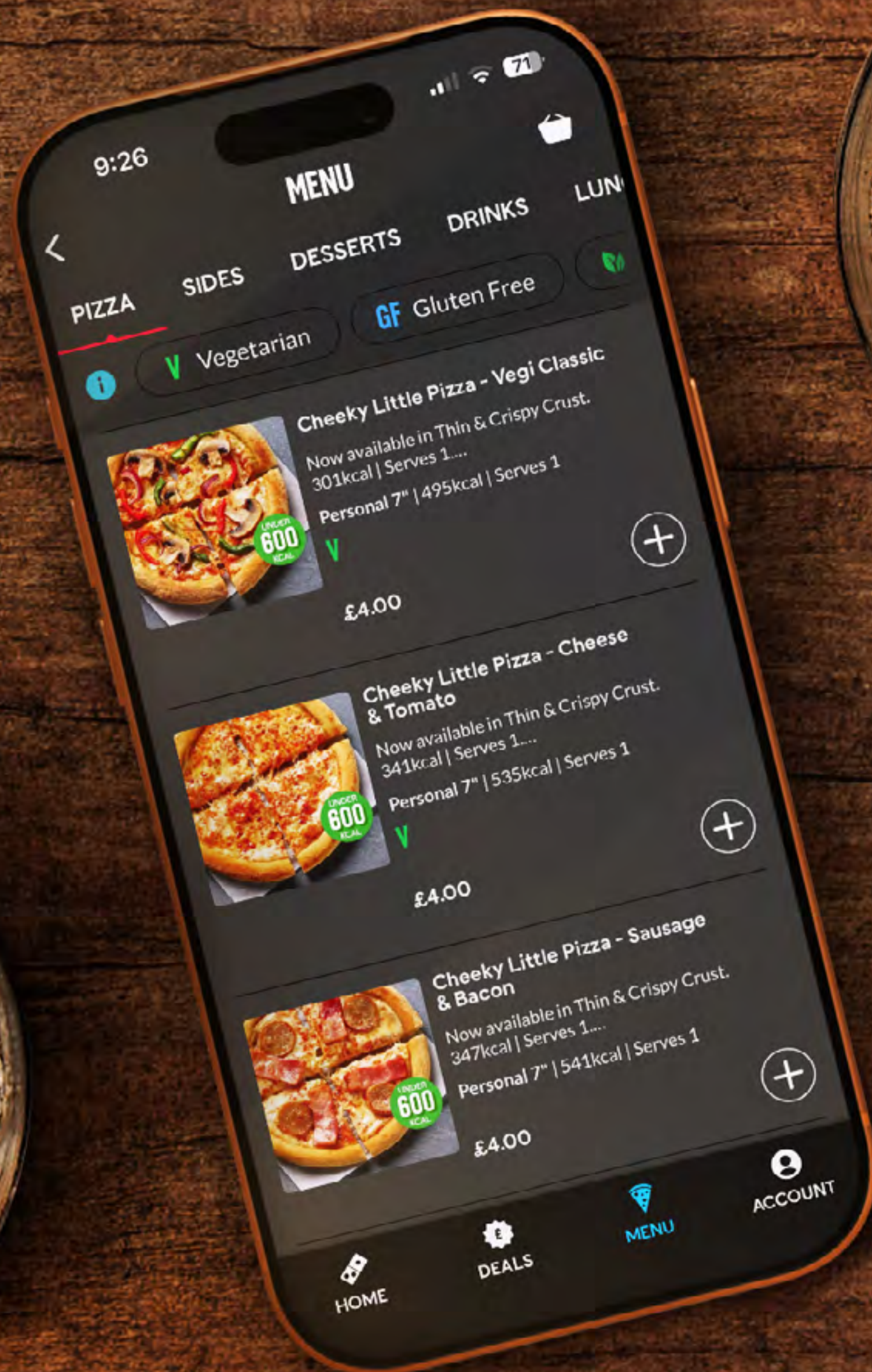
COMMUNICATE MAKING BETTER CHOICES SIMPLE AND CLEAR

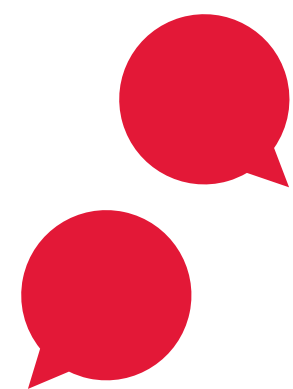
WE WANT CUSTOMERS TO KNOW EXACTLY WHAT THEY ARE BUYING.

That is why when mandatory calorie labelling came into effect in England, we also extended this to our menus in the rest of the UK and Ireland. We want our customers to find this information easily, which is why the Domino's app has full calorie labelling as well as filters for specific dietary options. Our website gives customers nutritional information on the top eight nutrients. We're working towards making our labelling as dynamic as possible to cater to any substitution a customer can make to our pizzas.

Our website has comprehensive nutritional information about every product whichever way you want to cut it:

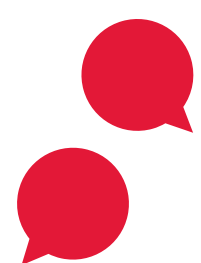
- per 100g
- per slice
- per pizza
- per ingredient portion
- for all crust types
- for all sizes





COMMUNICATE: CASE STUDIES





COMMUNICATE: CASE STUDY

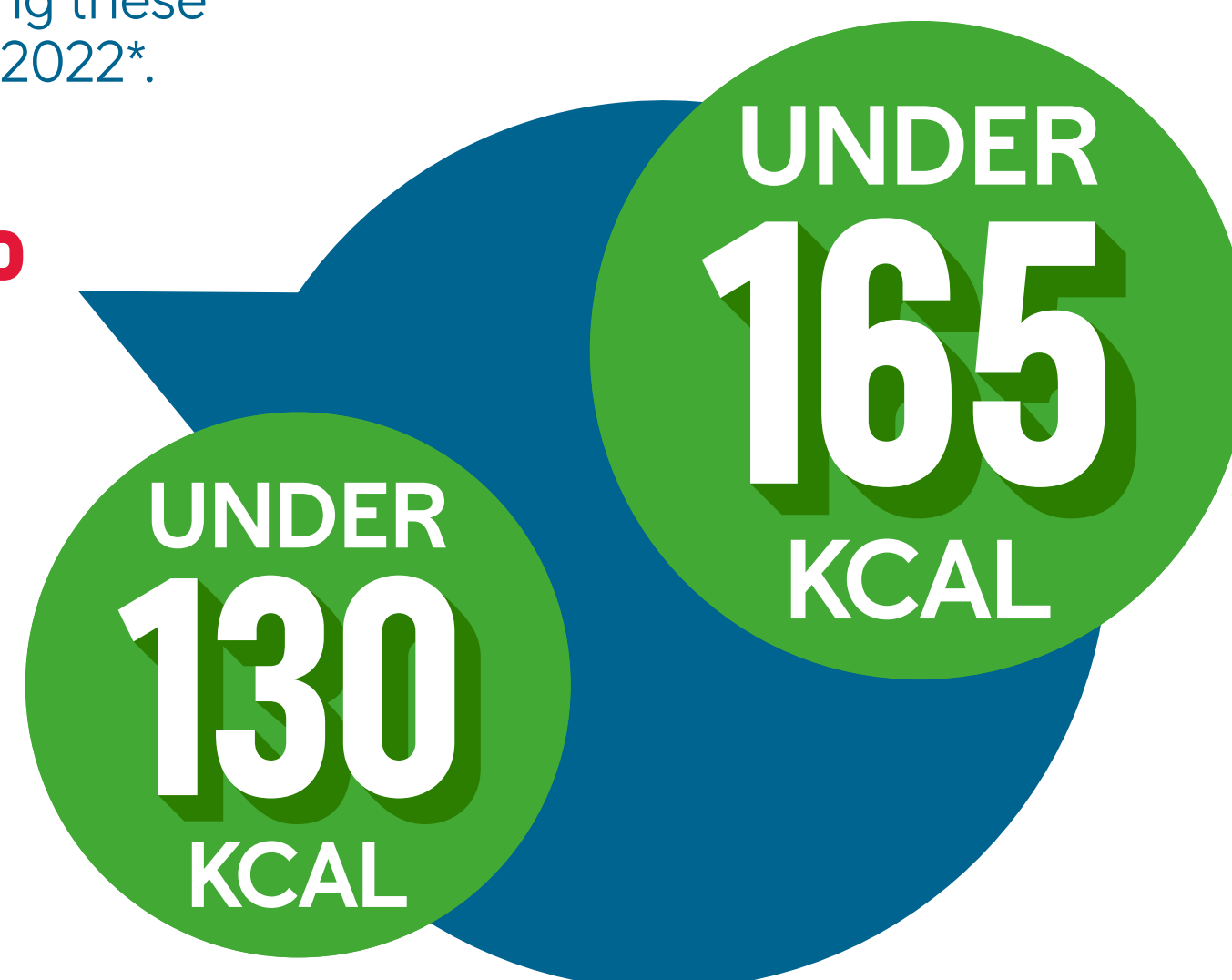
USING GENTLE NUDGES

CALORIE ROUNDELS

Our research found that subtle nudges to health messaging were more effective in encouraging customers to make healthier choices. Opting for roundels with clear 'UNDER 'X' KCAL' messaging helped customers navigate lower calorie options while keeping tasty food at the heart of our messaging. We found that customers liked the idea they could enjoy a Domino's as a lunch option with choices under 600 calories easy to spot. Customer awareness of healthier eating choices at Domino's has increased as a result with 21% in 2025 recognising these options are available versus 11% in 2022*.

*Brand Ignite UK QSR Brand Tracker

ROUNDEL ON WEB & APP
– DYNAMIC NUTRITIONALS VERSUS OTHERS



ZERO-SUGAR DRINKS

We committed to trialling zero-sugar drink alternatives in our sustainability report in 2024 and in 2025 were able to pilot zero-sugar variants in 78 stores across our core drinks range. Unfortunately, not all drinks we offer are available in zero-sugar and we found that larger sizes were just not as appealing to customers. So, the trial was less effective than we expected, but we'll keep working with suppliers to find solutions. In the meantime, we continue to list 500ml zero-sugar options where possible alongside full-sugar versions, so our customers have options.

REFORMULATE **MAKING BETTER CHOICES** **MEANINGFUL AND TASTY**

Taste is king to our customers. Any new recipes need to taste great – if not better – than what we’ve done before and we won’t compromise on that.

When we’re working on new recipes for ingredients and products, we do extensive sensory and consumer testing to help us understand how to keep delivering the taste consumers know and love. The process of matching or improving our ingredients and recipes takes time but we will bring our customers with us every step of the way to protect the great taste of Domino’s.

We have numerous ingredients that we’re focussing on to reformulate that will help us reduce saturated fat, sugar and salt across our menu. We have built a long-term roadmap to make gradual changes and be well on our way with those reformulations by 2031. We’ll do this by either changing the recipe, or if this has too much impact on flavour, by reducing the portion size. The first of these reformulated ingredients are already available on our menu, with many more in the pipeline.





REFORMULATE: **CASE STUDIES**



MEATBALLS

Reducing the weight of our meatballs from 7g to 6g gives an estimated annual nutritional improvement of 303 million calories and 43 tonnes of fat. Scaled to a pizza, we see 72 fewer calories per pizza and 36 fewer calories per portion*.

SAUSAGES

Working with suppliers, we found an ideal size and shape of our Cumberland sausages that would be smaller but just as tasty. Simply by slicing them slightly thinner, we changed portion size from 4g to 3.6g which led to an estimated annual nutritional improvement of 66 million calories and 4.4 tonnes of fat. When scaled to a pizza, that is 13 fewer calories per pizza and 6.5 fewer calories per portion*.

BBQ SAUCE

In early 2025, we reformulated our iconic BBQ sauce to remove allergens (mustard and celery) and at the same time removed 2g of sugar per 100g. Now, more people can enjoy our BBQ sauce and so far, we've seen no negative feedback from customers.

Small changes can make a big difference and our satisfaction scores continue to go up!

WHO ARE THE PEOPLE BEHIND OUR STRATEGY?

Responsibility for our health and nutrition strategy sits within our Environmental, Social and Governance (ESG) framework and is led by our executive team, who report to the non-executive sustainability board. Our executive team have KPIs on health built into their remuneration.

We have a talented cross-functional team who deliver the strategy on innovation and reformulation.



JULIE BYERS
SENIOR GOVERNMENT
AFFAIRS MANAGER.

“As the conversation around health and nutrition moves forward, we’re committed to being part of it; engaging with government, sharing our progress, and bringing our unique perspective as the nation’s most loved pizza brand. We want policy measures to support balanced choices without losing what people love about Domino’s.”



HELEN ALLAN
DIRECTOR OF
FOOD SAFETY
& QUALITY
ASSURANCE.

“From how our pizzas look and taste to shelf life and cooking standard, we know that every bite of our food needs to be safe and tasty. We’re working with suppliers and food producers from around the world to make sure our reformulations stay the same high quality that our customers are used to.”



**LOUISE
PILKINGTON**
DIRECTOR OF
FOOD INNOVATION.

“There’s no doubt our pizzas taste amazing and we’re committed to choice and balance across our menu so everyone can enjoy Domino’s. This nutrition report is a great start, but we know we still have work to do, and we won’t be shying away from making the right decisions, in collaboration with our internal and external stakeholders.”



BECKY CHAPMAN
INNOVATION
INSIGHTS
MANAGER.

“It’s important that any changes we make to our recipes and ingredients doesn’t impact the flavour profile or quality of the food. Our customers love our products, and we don’t want to remove any enjoyment for them. That’s why we have a rigorous consumer testing process for any changes to ensure we retain the iconic taste customers expect. We’ll continue to monitor how customers are thinking, feeling and interacting with our amended recipes.”



PARTNERSHIP WITH OUR SUPPLIERS

Innovation and constructive dialogue (including the tough conversations) is essential to our progress. To really get our nutrition strategy moving, we've got to work with our supply chain. We continue to collaborate with our key suppliers, maintaining an open dialogue and driving creative reformulation and innovation.

Looking at how we work together, share success and identify new ways to support each other's efforts is key. We welcome fresh ideas and insights from external partners, and their contributions helped us shape our targets and guide improvements in future ingredient development.

As we crack on with our health strategy, we'll keep seeking credible collaborators to help us raise the bar and drive real impact and will share the updates.

OUR COMMITMENTS

MORE CHOICE, MORE FLAVOUR, MORE FEEL-GOOD MOMENTS.

By committing to supporting our customers on the way to healthier choices with us, we also commit to:

- Timely updates on nutrition progress
- Work with suppliers on reformulation of key ingredients
- Sharing progress on offering more non-HFSS options
- Continuing to model all recipes and improvements on the 2004/05 NPM model

JOURNEY SO FAR

PRE 2020

delight cheese was introduced to the menu. Delight cheese is reduced fat mozzarella, which contains 30% less fat than our standard mozzarella and tastes great.



2023

trialled Cheeky Little Pizzas and wraps

2023

published our Responsible Marketing Policy



↓
200

↓
386

↓
575

2025

launched thin & crispy personal. Compared to our classic crust per pizza there are 200 fewer calories for a personal, 386 fewer calories for a medium and 575 fewer calories for a large

2025

reformulated our BBQ sauce to remove allergens and removed 2g sugar per 100g at the same time



ZERO SUGAR

2025

trialled only having zero sugar drink alternatives (apart from Coca-Cola Classic)



2023

launched our first Nutrition Strategy



2023

relaunched plant-based menu and expanded vegetarian menu



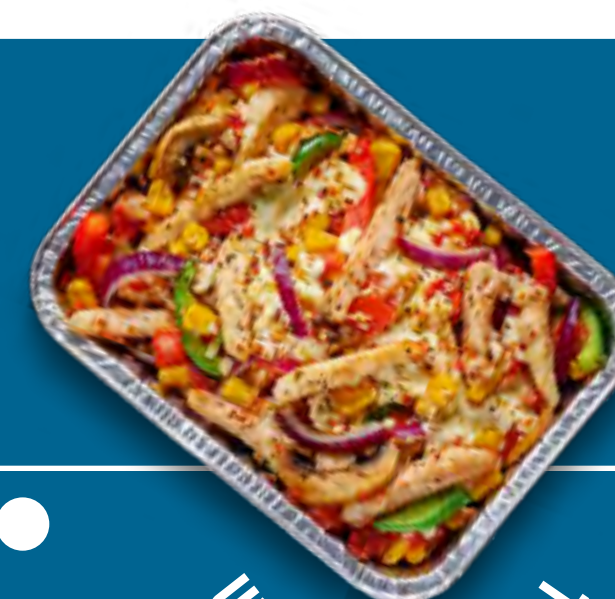
2024

trialled smaller portions of popular sides and cookies



2025

launched loaded veg, under 165kcal for chicken version and under 130kcal for vegetarian version, as well as providing 2 portions of vegetables



2025

reduced the size of our sausage and meatball ingredients, contributing less fat and calories per pizza



2025

onboarded our first full time Nutritionist to lead our Nutrition Strategy



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