

Dairy Practices Council

November 7, 2013

Cindy Weimer

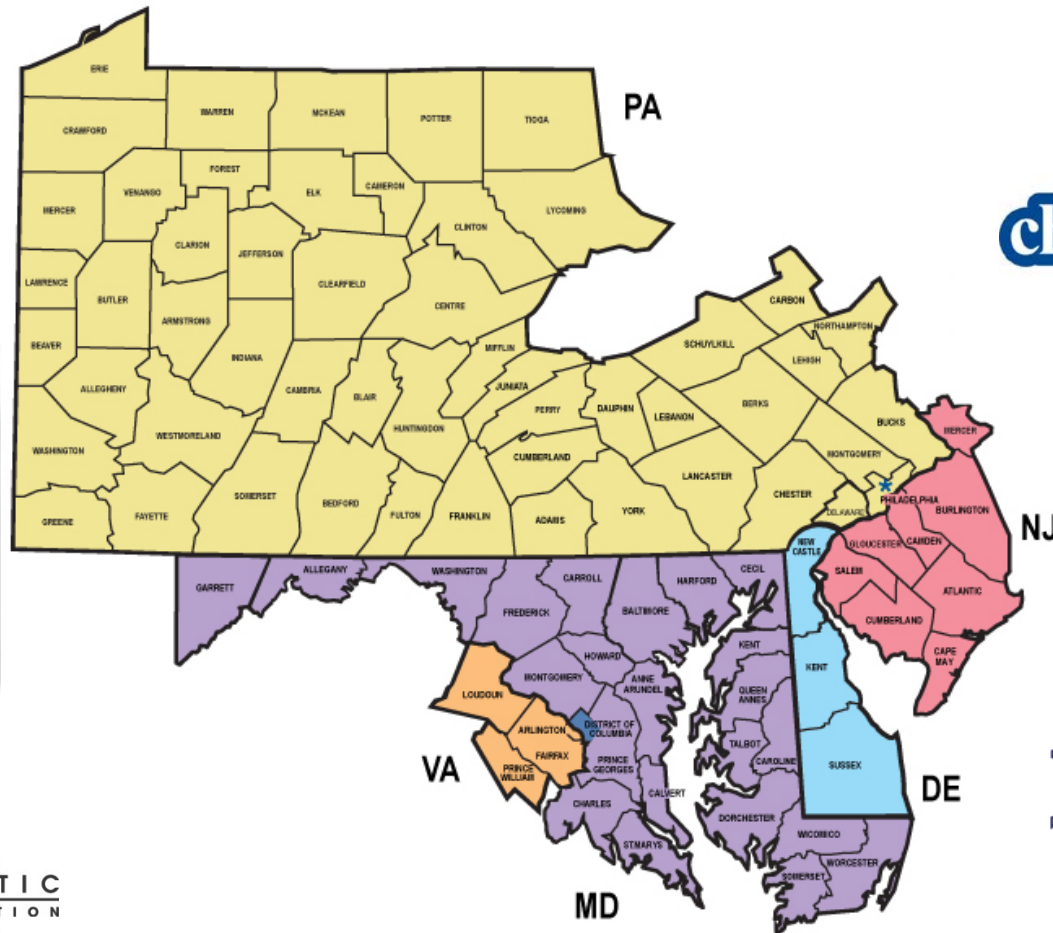
Vice President of Producer Relations

Mid-Atlantic Dairy Association

Pennsylvania Dairy Promotion Program



Mid-Atlantic Dairy Association Pennsylvania Dairy Promotion Program



**Dairy
checkoff
works!**



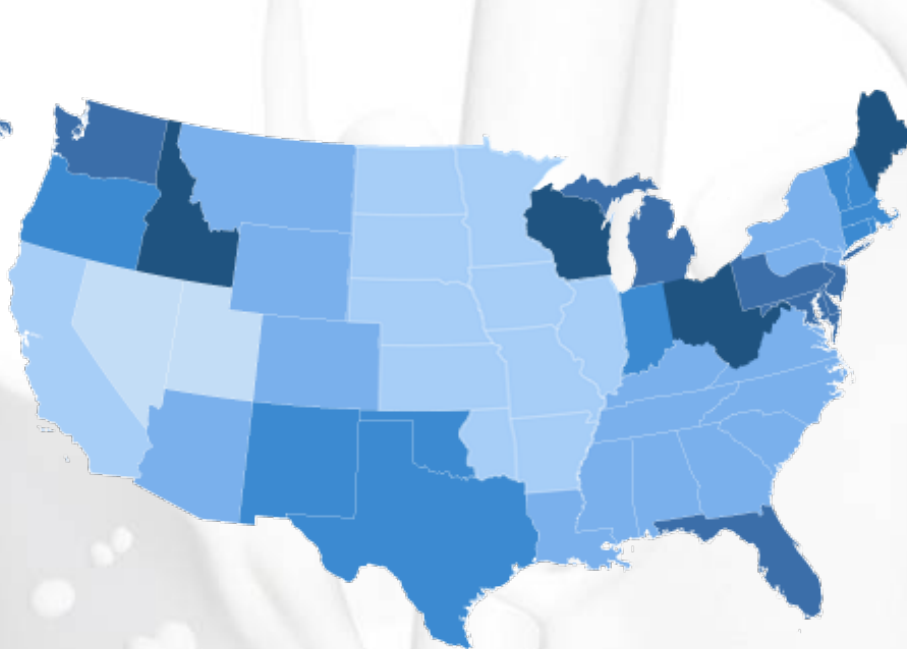
19 State and Regional Associations

**Dairy
checkoff
works!**

DMi DAIRY MANAGEMENT INC.™

AMERICAN DAIRY ASSOCIATION® NATIONAL DAIRY COUNCIL® U.S. DAIRY EXPORT COUNCIL®

**Dairy
checkoff
works!**



The Power of Partnerships



**Dairy
checkoff
works!**

Dairy Farmers and Domino's – – an Innovative Partnership –



Growing Dairy Sales in the Pizza Category



Domino's Pizza

- Started in 1950
- 10,000 stores in 75 countries
- 5,000 stores in U.S.
- 11% total pizza market share
- \$7B in global retail sales
- #3 online retailer behind Amazon and Staples





On the Road to #1

Dairy Farmers and Domino's – – an Innovative Partnership – Began in 2009



MORE CHEESE FOR LESS DOUGH

GET A LARGE ONE-TOPPING PIZZA WITH EXTRA CHEESE



HURRY IN NOW FOR THIS LIMITED TIME OFFER **\$5⁹⁹** LARGE ONE

AVAILABLE: OCT. 19 - OCT. 25 - CARRYOUT ONLY

AMERICAN LEGENDS™

ENJOY CLASSIC AMERICAN FLAVORS WITHOUT THE ROADTRIP.



\$12⁹⁹ Large

ORDER ONLINE DOMINOS.COM





Diversification of Investment

2009	2010	2011	2012	2013	2014
American Legends®	American Legends®	American Legends®	Carryout Specials	Carryout Specials	Cheese- Centric Innovation
Carryout Specials	Carryout Specials	Carryout Specials	Culinary Development	Cheese- Centric Innovation	Culinary Development
Culinary Development	Culinary Development	Culinary Development	Nutrition Consulting	Culinary Development	Delivering Dairy Goodness
Smart Slice	Industry/Category Insights	Industry/Category Insights + Market Research	Industry/Category Insights + Market Research	Delivering Dairy Goodness	Nutrition Consulting
	Smart Slice	Smart Slice	Pan Pizza	Nutrition Consulting	Industry/Category Insights + Market Research
		Stuffed Cheesy Bread	Retail Transformation	Industry/Category Insights + Market Research	Retail Transformation
			Smart Slice	Retail Transformation	Smart Slice
			Stuffed Cheesy Bread	Smart Slice	



Partnership Objectives

- Drive increased dairy consumption in pizza category
- Protect and promote cheese and pizza in schools
- Leverage Domino's assets to help achieve consumer confidence goals



The Domino's Team

Relationship Manager



Christina McDermott

Nutrition Consulting



Marlene Schmidt

Nutrition Facts

Serving Size 172 g

Amount Per Serving

Calories 200 Calories from Fat 8

% Daily Value*

Total Fat 1g 1%

Saturated Fat 0g 1%

Trans Fat

Cholesterol 0mg 0%

Sodium 7mg 0%

Total Carbohydrate 36g 12%

Dietary Fiber 11g 45%

Sugars 6g

Protein 13g

Vitamin A 1% • Vitamin C 1%

Calcium 4% • Iron 24%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

NutritionData.com

Research/ Insights



Lynn Stachura



Domino's® Smart Slice



Peggy Lee



Farmer Engagement



Jennifer Wing



Culinary Development





Selling More Cheese – Product Innovation





New and Inspired

**50% more cheese on
cheese-only pizzas!**

A dynamic splash of white milk against a light blue background, with several droplets and a central column of milk rising from the base.

American Legends® Continued . . .2010 Launch

Consumers demand better pizza

NEW

DOMINO'S STUFFED CHEESY BREAD



Oven baked breadsticks stuffed with cheese, and covered in a blend of cheese made with 100% mozzarella and cheddar. Seasoned with a sprinkling of garlic, parsley and Romano cheese.

Available in three varieties.

DID YOU KNOW?

Our New Stuffed Cheesy Bread has as much cheese as our Medium Hand Tossed Pizza.



See store for details. ©2011 Domino's Pizza, Inc. All rights reserved. Domino's is a registered trademark of Domino's Pizza, Inc. 11/11

OUR  NEW

Domino's™

÷ HANDMADE ÷

PAN PIZZA

IS HERE



÷ PLEASE DON'T LICK THE GLASS ÷

**MEDIUM 2-TOPPING
HANDMADE PAN PIZZA** FOR

\$7⁹⁹

ORDER. TRACK. REVIEW. [DOMINOS.COM](https://www.dominos.com) OH YES WE DID.™

Any delivery charge is not a fee paid to your driver. Our drivers carry less than \$20. You must ask for this limited time offer. Prices, participation, delivery area and charges may vary. Minimum purchase required for delivery. ©2013 Domino's IP Holding LLC. Domino's, the Domino's Pizza logo and the redwink logo are registered trademarks of Domino's IP Holding LLC.



Selling More Cheese – Promotion



Carryout Specials

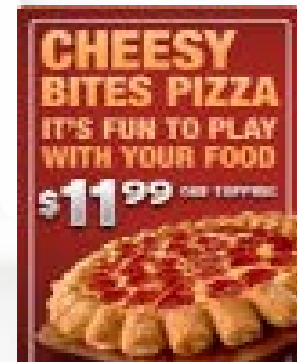
50% Off Online Order



Catalytic Effect is Strong



Hungry Howie's



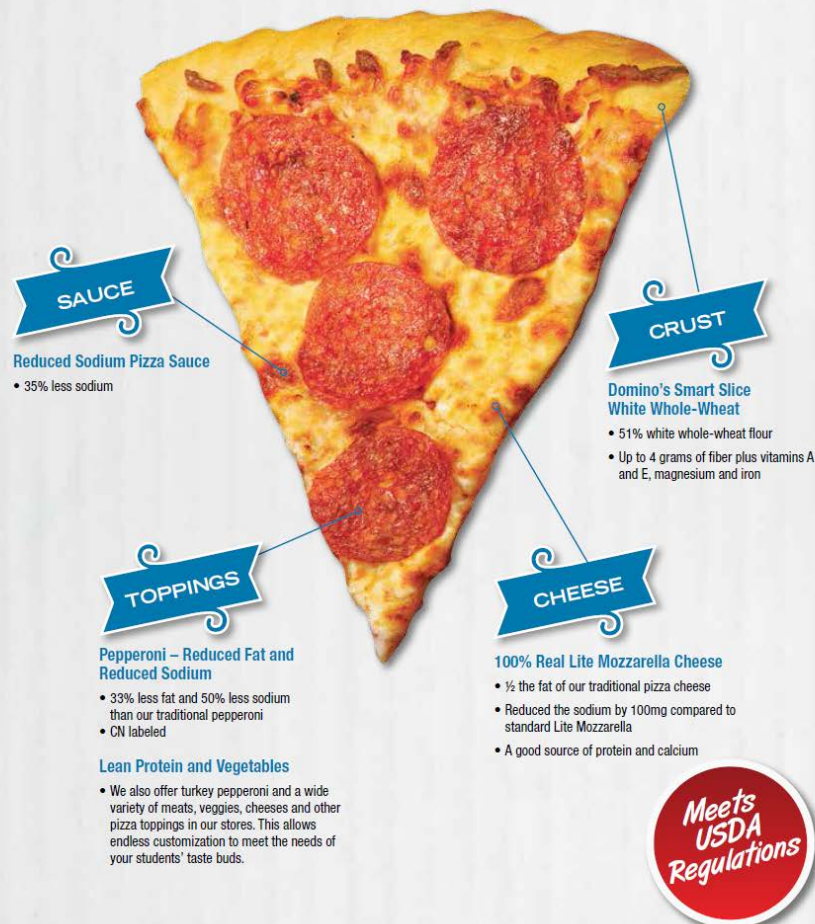
50% off Papa John's Online Order





ANATOMY OF A DOMINO'S SMART SLICE

The Domino's Pizza Smart Slice Program allows you to select the perfect pizza your students will love. We start by providing the most delicious, yet nutritious dough, cheese, sauce and toppings, designed specifically to meet USDA meal pattern regulations. Since every Domino's Pizza is made fresh to order, each recipe is entirely customizable.





Domino's® Smart Slice



Catalytic Effect in School Channel



ConAgra
Foodservice



Stuffed Crust



Innovation Support





Retail Transformation of Quick-Serve Restaurant Pizza



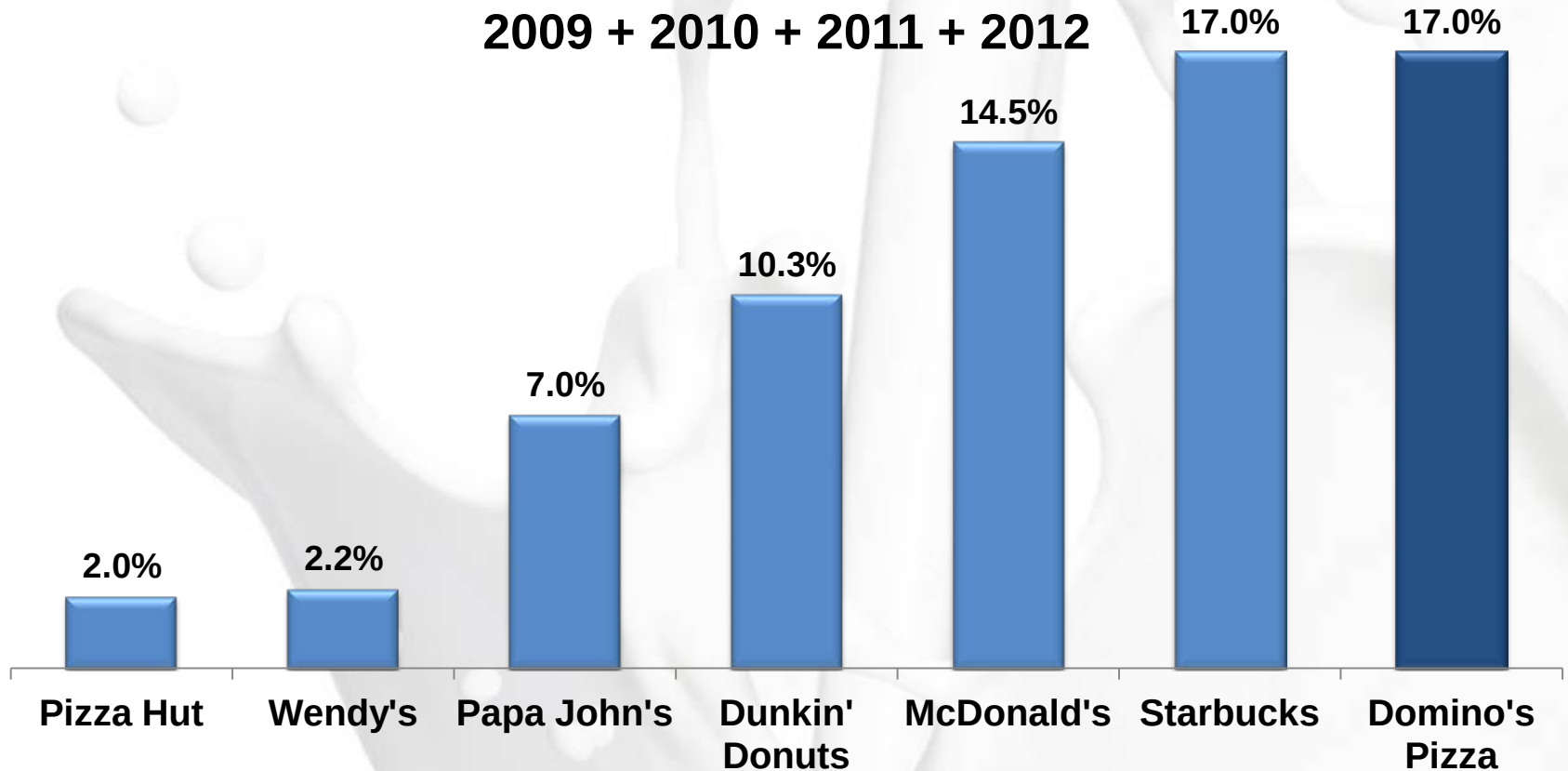
Single Serve Milk in Coolers



Pizza Theater, Hand Tossed Dough

Fastest Growing QSR in the U.S.

**U.S. Same Store Sales
2009 + 2010 + 2011 + 2012**



Calculated by adding same-store sales from years ending 2009, 2010, 2011, and 2012



Since the beginning of the **Domino's partnership in 2009**, the relationship has helped **grow the total pizza category**, resulting in domestic disappearance of **over 10 Billion incremental pounds** of milk through Other Than American Cheese



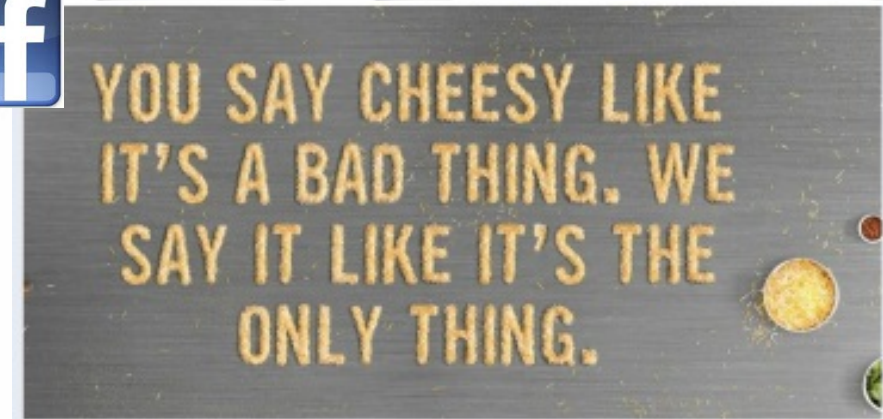
Source: USDA Economic Research Service and USDEC



Partnering Together to Grow Consumer Confidence

Domino's Helps Dairy Farmers Tell Our Story...

Digital and Social Media, Packaging

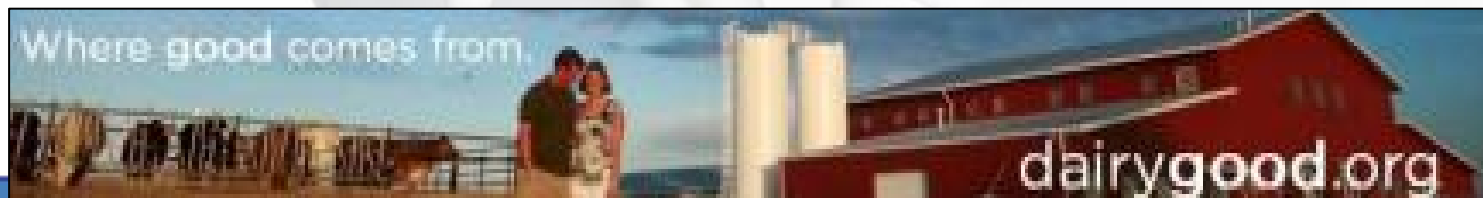


Domino's Pizza Proverbs

"KEEP YOUR FRIENDS CLOSE AND YOUR FETA CLOSER."

We love the sharp, savory kick feta cheese brings to a pizza, so we're proud to offer real crumbled feta as one of the select toppings on our best pizza ever. Perfecting our recipes over the years has taught us a lot about what makes our customers happy, and we've

collected these insights into our "Pizza Proverbs." Share your original proverb with us at PizzaProverbs.com on your computer or mobile device, and you might just find it on our next box. Did we just create a proverbial masterpiece together? Oh yes we did.



“Friend a Farmer”

Oct. 23, 2012 – PAN Pizza Sampling Day



Evolution of Local Dairy Farmer Engagement Program





True Collaboration

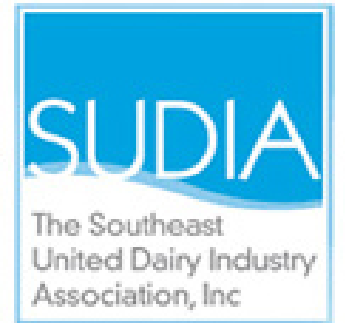


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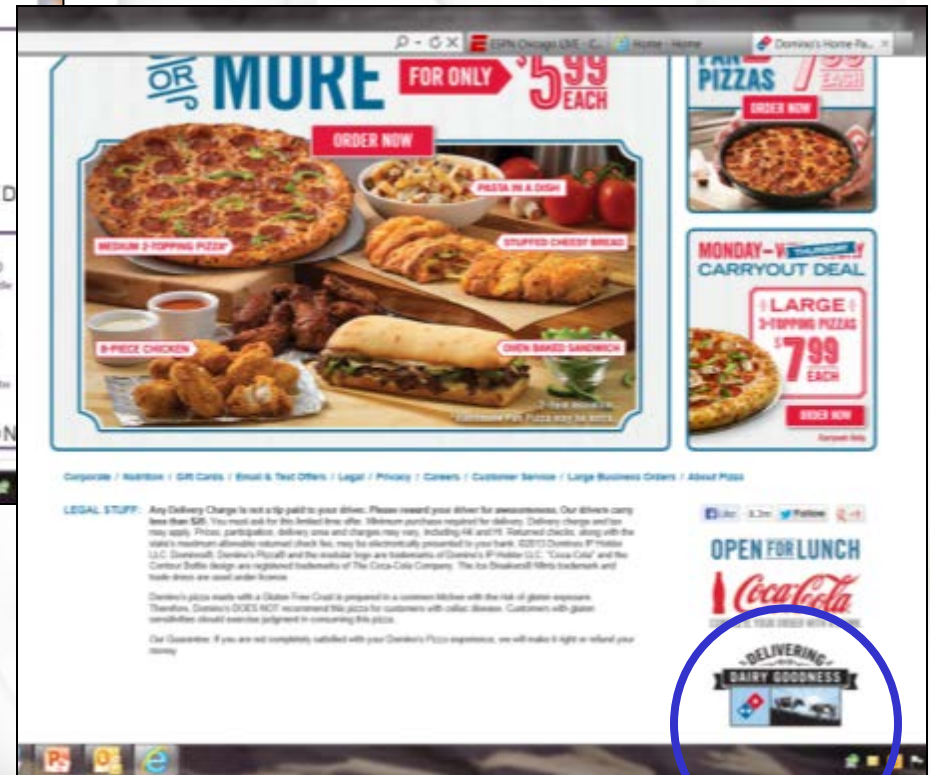
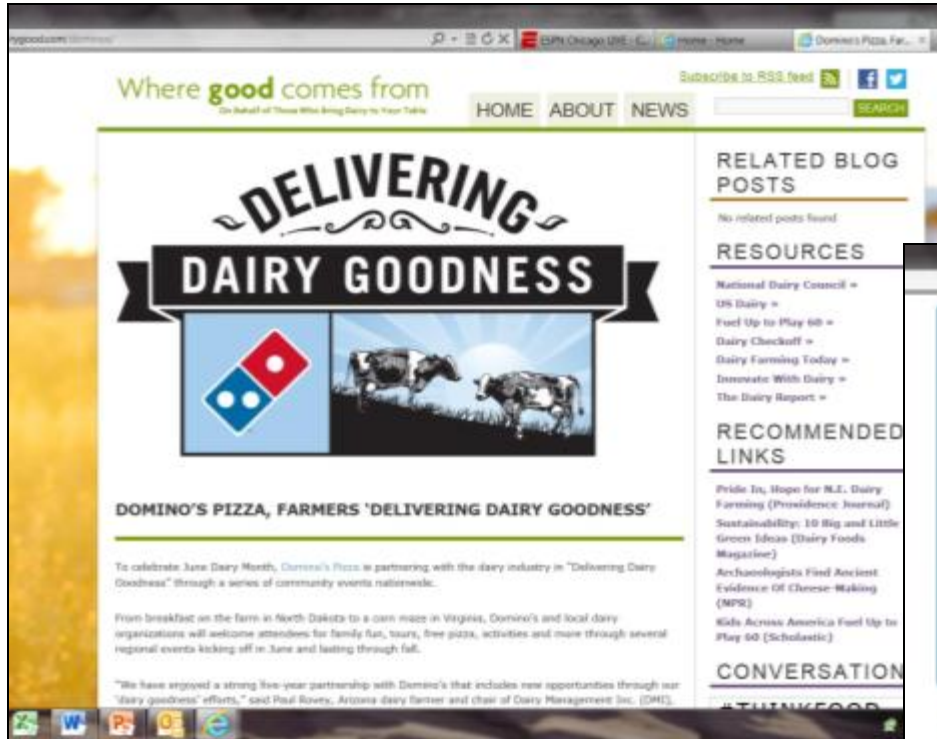
DAIRY MANAGEMENT INC.™

+





dairygood.org and dominos.com





Logo to Appear on Domino's Tracker Tile for Online Orders

SIGN IN Don't have a Pizza Profile? **CREATE ONE**

ORDER MENU COUPONS LOCATIONS TRACKER ESPAÑOL



PICK YOUR THEME +

1 2 3 4 5

WE'RE FIRING IT UP - Our expert pizza maker began custom-making your order at 8:59 AM. PASTRY PICKING 1:20

DOMINO'S TRACKER[®] WITH PETE THE PIZZAMAKER

Leave a note of encouragement to the team making your order. **SEND**

RATE YOUR ORDERING EXPERIENCE

How was your online ordering experience? ★ ★ ★ ★ ★

RATE OUR TEAM MEMBERS AND YOUR FOOD

Was the service friendly and your order ready on time? ★ ★ ★ ★ ★

Did Our Expert Pizza Maker make your order accurately and bake it to perfection? ★ ★ ★ ★ ★

TELL US MORE

How likely are you to recommend us? ★ ★ ★ ★ ★

You got something to say? You got our undivided attention. **SEND**



DELIVERING DAIRY GOODNESS

Celebrating dairy farmers' passion and commitment to creating dairy goodness

YOUR DOMINO'S STORE

Need the Manager?
Give Our Expert Pizza Maker a call at

Order confirmation page links to dairygood.org/dominos



Box toppers and Flyers

DELIVERING DAIRY GOODNESS

FREE Pizza & Ice Cream and family fun for everyone

Domino's Pizza, The Dairy Farmers of Utah & Canyon View Farm
Invite you to:

DAY ON THE FARM

• Farm Tour • Face Painting • Crafting Booth
• Petting Zoo • Bouncy House

When: Sat. June 8, 2013
10 a.m. - 2 p.m.

Where: Canyon View Farm
Home of Heber Valley Artisan Cheese
970 N. River Road, Midway, UT 84049
More Info: www.dairyutnv.com

To mark the occasion of National Dairy Month, Domino's Pizza and America's Dairy Farmers are partnering to celebrate the hard work and passion our farmers bring, from the dairy goodness of their farms to your table. Throughout June (and beyond!), we are partnering to deliver events like this across the country!

DAIRY FARMERS OF UTAH

HEBER VALLEY ARTISAN CHEESE

Cows in Parking Lots!



Mountain West Dairy Promotion Canyon View Farm – Midway, Utah





New “Pizza Theater “Opening in Florida





Corn Maze in Virginia





Partnering to Grow Consumer Confidence

- \$13,500 in giveaways
- Over 1,000 pizzas
- Over 100 hours of employees' time
- What's next?



What's Next?

- Culinary Innovation and Menu Development
- Media Support for Dairy-Centric Items
- Smart Slice
- Market Research
- Nutrition Consulting
- Farmer Engagement
- And more!



Dairy Farmers and Domino's

- Drive dairy sales
- Smart Slice pizza in schools
- Build consumer confidence in dairy



Dairy.org
Dairyspot.com

Dairy Farmers and Domino's



**Domino's
Delivers ... for
Lunch!**