

Taste Holdings secures master licence for Domino's Pizza

Taste Holdings announced this morning that it has signed an exclusive 30-year master licence agreement to develop the international Domino's Pizza brand, initially in seven Southern African countries, including South Africa, Lesotho, Swaziland, Namibia, Botswana, Zimbabwe and Mozambique. Zambia and Malawi will follow on the fulfillment of certain conditions.

The brand will form part of the growing Taste Holdings stable and will become the group's leading pizza franchise offering as Scooters Pizza and St Elmo's franchisees will be given the opportunity and assistance to convert to Domino's Pizza.

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