

## Domino's to add sub sandwiches to pizza delivery

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There soon may be pizza sauce dripping from your sub sandwich.

Domino's (DPZ), the pizza delivery giant, on Monday will announce plans to roll out a line of four, \$4.99 oven-baked sub sandwiches, including Philly Cheese Steak and Chicken Bacon Ranch, that it will deliver with or without pizzas.

The rollout starts Aug. 25. When complete on Sept. 22, Domino's will become the largest sandwich delivery company in the nation, CEO Dave Brandon says. Non-burger sandwiches are a \$21.2 billion market.

Domino's is not stopping at subs.

"We're looking at everything," he says. "We have more non-traditional products in various stages of R&D."

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