

# Take a 'Dip' into Something New This Holiday Season

*Topper's Pizza Adds Two New Flavours to Popular Retail Dip Line*

BARRIE, ON, November 24, 2011 /24-7PressRelease/ -- Taste buds are sizzling across Ontario with the launch of an expanded line of retail dips from Topper's Pizza that now includes three exclusive flavours packaged in a new 350 ml bottle format. And to help celebrate, for a limited time the growing pizza franchise is giving away a free bottle of dip with the purchase of every Family Pleaser Meal - one of the most popular meal time solutions on the Topper's Pizza menu.

"It's the same great taste in a bold new look," said Emaan Toppazzini, Product Development Director, Topper's Franchise Company Inc., in making the announcement. "The Topper's Pizza Famous House Dip is already a popular staple. Now we're spicing things up with two new flavours and consumer friendly packaging that makes it easier than ever to enjoy our sensational dips at home."

Joining the company's original Famous House Dip brand are two new flavours: Bold BBQ and Thai Sweet & Spicy. All three now come in 350 ml bottles, sport crisp new labels and are available for purchase at all Topper's Pizza locations. Three independent grocers in Belleville and Dowling, Ontario, are also serving as pilot stores to help launch the retail line.

"The expanded retail program is part of our ongoing aim to leave a lasting impression with our customers as we continue on our aggressive strategy to build brand awareness," said Toppazzini, noting that Topper's plans to roll out to more independent grocers over the next few years. Meanwhile, the Family Pleaser promotion is intended as a small gesture of customer appreciation, she added.

For a limited time, anyone who orders the Family Meal Pleaser from Topper's Pizza - featuring two medium pizzas and eight TopperSticks for just \$23.95 - will also receive their choice of one free dip in the new 350 ml size. In addition, all Topper's Pizza locations are selling the new dips through an expanded in-store display that offers an instant savings coupon valued at \$1, making it easy for customers to collect all three.

Poised for continued growth in several key expansion markets throughout 2012, Topper's Pizza welcomes queries from prospective franchisees. Topper's Pizza stores are currently operating in Aurora, Barrhaven, Barrie, Belleville, Brantford, Burlington, Cambridge, Collingwood, Elliot Lake, Garson, Georgetown, Guelph, Hamilton, Kitchener, Maple, Milton, Nepean, Newmarket, North Bay, Oakville, Orangeville, Orleans, Oshawa, St. Thomas, Sudbury, Timmins, Wasaga Beach and Whitby.

For more information about the growing Topper's Pizza brand and available franchise opportunities, pay a visit to the new franchise development website at [www.toppersfranchise.ca](http://www.toppersfranchise.ca) or call 1-877-558-5581.

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