

Krispy Kreme is heading to Cape Town

Krispy Kreme's signature glazed doughnuts will soon be available in Cape Town as the company has announced plans to open its first store in the Mother City towards the end of 2019.



©Brandon Alms via [123RF](#)

Details are slim on the exact location of the outlet, but it will be a flagship store in "the heart of the Mother City".

It may be as good a time as any to expand into the Cape as competition has slimmed since Grand Parade Investments [announced in February](#) the shuttering of all Dunkin' Donuts stores in the country.

In existence since 1937, Krispy Kreme says it sets itself apart from other sweet treat competitors through "freshly made innovative products, premium coffee, delectable frozen beverages and a joyful guest experience".

The US franchise opened the [first South African Krispy Kreme store](#) in Rosebank, Johannesburg in November 2015, followed by more openings across Gauteng and KwaZulu-Natal. It also expanded into off-premise sales with more than 20 mini-stores opening at local petrol stations and supermarkets.



Krispy Kreme SA expands focus on off-premise sales

25 Sep 2018



"Krispy Kreme's unique hot doughnut experience has certainly created memories in South Africa since our iconic sweet treat brand launched in 2015. Its been a long time coming but the establishment of the Cape Town market is hugely significant and extremely exciting", says Gerry Thomas, managing director of Krispy Kreme South Africa.

"We can't wait to touch and enhance lives in Cape Town through the joy of Krispy Kreme," Thomas adds.

For more, visit: <https://www.bizcommunity.com>