

Krispy Kreme to open store at Sandton Gautrain Station

Krispy Kreme, the doughnut brand, is set to open its second South African store at the Sandton Gautrain Station on Wednesday, 24 February 2016.



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“We chose this West Street location for its high volumes of foot traffic and for its positioning as a transport hub and gateway to one of Africa’s biggest economies,” said Krispy Kreme’s CEO, Gerry Thomas. “An international brand as recognisable as Krispy Kreme is what people expect to see when visiting a metropolis such as Sandton.”

Thomas further assured fans that the opening day will follow the festive trend of the Rosebank launch, with a ribbon cutting and enticing prizes up for grabs. Along with T-shirts for the first 100 customers in the queue, they will also stand a chance to win doughnuts for six or 12 months, depending on how close they are to the number four position. The die-hard fans who elbow their way to positions one to three will receive a dozen Krispy Kreme’s original glazed doughnuts every week for a year, six months and three months, respectively. Fans are encouraged to keep an eye on Krispy Kreme social media updates to know exactly when and where they need to be in order to stand a chance to win.

Rapid expansion

The Krispy Kreme brand, which is owned jointly by franchise companies Fournews and John and Gerry Brands, is set for rapid expansion over the next year. “Our aim is to open at least six more stores before the end of 2016 in Gauteng, with a long-term plan for 31 outlets across the country over the next five years,” continued Thomas. “With such a strong positive response to our first store, we look forward to being able share the joy of Krispy Kreme with many more stores in the months to come.”

To keep abreast of developments and to find out when the brand new Krispy Kreme concept store will be launched, you can connect with Krispy Kreme South Africa through [Facebook](#), [Twitter](#) or [Instagram](#). Or, for more information, you can go to www.krispykremesa.com, email info@krispykremesa.com or phone +27 (0) 11 452 8770.