

# SA is set to join the Krispy Kreme craze

Krispy Kreme, the American global doughnut company and coffeehouse chain has announced that it has signed a development agreement with local company KK Doughnuts SA to open 31 Krispy Kreme shops in South Africa over the next five years. This marks the company's first venture into Africa.



Fournews and John & Gerry's Brands are the principal owners of KK Doughnuts SA. The majority owner, Fournews is a 20-year-old South African company that has its footprint firmly placed throughout South Africa and is steadily expanding into Africa. It currently operates several other well-established brands including Cafe Fino, News Cafe, Smooch, Moyo, illy and Go! It plans to launch Brooklyn Brothers soon.

"With our 15 years of experience in the industry and our joint venture with Fournews, we are extremely proud to bring this iconic global brand into the South African market," said Gerry Thomas, CEO of KK Doughnuts SA. "The South African consumer is looking for quality and value, which is exactly what the brand delivers. We're confident that this popular international brand will quickly become a South African favourite."

Dan Beem, Krispy Kreme's Senior VP and President - International commented, "From Asia to the Middle East and now to Africa, the global demand for Krispy Kreme and its signature sweet treats continues to grow. We have collaborated with an operator who has extensive experience in food service throughout South Africa. We're confident the brand will establish itself as the country's premiere sweet treats provider under its leadership."

Krispy Kreme's Original Glazed doughnuts, great tasting coffee and other assorted sweet treats can be found in more than 1000 shops in 24 countries.