

Doughnut enthusiasts attend opening of new store...



People seem to go nuts about doughnuts, particularly when it comes to this brand who know how to hype an opening... There were bagpipes, cheerleaders from the [Edinburgh Cheer and Dance Academy](#) and the Edinburgh Wolves American Football team all in attendance. Even from a distance away you can smell the baking doughnuts in the air, but we are sure you will all save this for a treat rather than eating one every day...

Over 400 people bought something from the new Krispy Kreme store at Hermiston Gait this morning in its first hour of trading, and The Reporter was there to get a bit of the action for you. (not that we tried any of the doughnuts however...)