

Krispy Kreme arrives in Edinburgh



A much anticipated event took place this morning when Krispy Kreme opened their new outlet at Hermiston Gait.

Doughnut fans across Scotland will be licking their lips with anticipation as the doors are thrown open this morning at Krispy Kreme. Accompanied by the skirl of the bagpipes, an American football team and cheerleaders the management cut the ribbon at 7:00am and allow the first customers through the door. The first twelve were lucky to get a goody bag and the very first will get a year's supply of fresh doughnuts....

The new Hotlight store, located in Hermiston Gait in Edinburgh, will offer a variety of doughnuts, made fresh daily each day from 7:00am to 11:00pm. Over 100 people queued this morning to try and be first to taste the sugary treat. One enthusiast had been camping out since yesterday morning, having travelled from London, but others had come from Glasgow, East Kilbride and Livingston.



The American-diner style Hotlight store will produce over 100,000 fresh doughnuts a week, creating around 80 new jobs for the region, and the opening of the Herminston Gate store also provides opportunity for further brand expansion in Scotland as the store is able to directly supply up to four coffee bars and thirty in-store cabinets in the surrounding area.

The Hotlight store will also feature Krispy Kreme's famous doughnut theatre, which enables customers to watch the doughnuts being made right before their very eye. Moreover, with the iconic "Hot Doughnuts Now" neon sign that lights up the instant fresh doughnuts are being made, lucky customers

can make sure they catch that most ultimate of Krispy Kreme experiences: sampling a hot Original Glazed doughnut fresh off the line. That certainly seemed to be the ultimate in the eyes of the doughnut experts who were in line this morning.

From hand-dipping the doughnuts to sprinkling and piping the decorative finishes, Krispy Kreme's skilled product teams will be working around the clock at the Hotlight store to ensure each doughnut is unique, expertly crafted and utterly delicious.

Krispy Kreme says it has something to offer everyone from its mouth-watering signature Original Glazed to its 15 other appetising varieties, including Strawberries and Cream and Chocolate Dreamcake. Traditionally bought by the dozen to share with friends, family and colleagues, Krispy Kreme doughnuts are presented to the world in the iconic green dotted box.



Judith Denby, Chief Marketing Officer at Krispy Kreme UK, said:- "There's been a long standing demand for a store in Scotland on our Facebook page from our loyal Scottish fans, so we're delighted to announce the opening of our store in Edinburgh! Hermiston Gait is a great location for our first Scottish store and we're looking forward to welcoming everyone in for doughnuts and coffee in February."

To keep up to date on the latest launch updates and sampling activity venues and timings, follow 'Krispy Kreme UK' on Facebook or follow them on Twitter @krispykremeUK