

Krispy Kreme rolls out mini-locations across Cape Town

Following the opening of the first Krispy Kreme store in Cape Town at the V&A Waterfront, the franchise has also introduced five mini-locations across the Mother City.



Having launched the “mini location” model [in Gauteng and KZN](#) last year and with it being a great success, Krispy Kreme has expanded the format to Cape Town, with openings in Engen Oranje, Engen Kloof, Engen Sea Point, Engen Chelsea Village and Engen Vineyard.

Krispy Kreme plans to open 14 more mini locations before the end of 2019.

The ‘mini location’ sales model is popular in markets such as the UK and Australia, where it comprises around 40% of the total Krispy Kreme business.



Krispy Kreme SA expands focus on off-premise sales

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"Having had success in both Gauteng and KZN, the team felt it was a 'no brainer' to introduce the concept in the new region. The local team is technologically advanced and operationally well-established, with a proven track record of success over the last four years. The team boasts fantastic management skills, experience in the industry and a talent for world-class product innovation, making it ideal to provide best practice for other markets looking to adopt this model," says the brand in a statement.

For Krispy Kreme South Africa, mini location sales are all about creating greater accessibility to its doughnuts. Krispy Kreme delivers fresh doughnuts to each store daily.

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