

Dunkin' Donuts SA launch exceeds sales targets by 100%

Approximately 100,000 donuts and more than 2,500 cups of coffee were sold during the launch weekend, exceeding sales targets by 100%. This is according to Dunkin' Donuts South Africa COO Davin Berrill.



“More than one third of the sales came from the express queue, where guests could pick up half or full dozen boxes with a variety of donuts. Others were happy to wait in the queue for the full experience. Flavoured coffee was a definite hit while the rocky road donut was a Cape Town favourite. While the younger market wanted single orders, families were ordering dozen boxes. Our largest order was for 108 donuts,” adds Berrill.

Close to 5,000 South Africans queued to be a part of the first ever Dunkin' Donuts to open doors in South Africa. Some queuing for as long as 25 hours to get their first taste of the world-famous coffee and donuts. Nearly three weeks after opening, the queues remain steady and the same loyal fans seem to be returning.

Rozanna Kader, marketing and communications director for Grand Foods says the team identified some interesting trends. “During launch most people were prepared to queue to capture their ‘Dunkin moment’ to share on social media. Now we’re seeing the same people coming back for their daily fix. We’ve even had guests from others cities visiting to grab treats to take back home with them. The most interesting request will have to be for custom-made, branded donuts which we’ll soon be able to consider.”

Kader says fans can expect exciting menu innovation design in the coming months.

Dunkin' Donuts will continue its steady rollout in Cape Town. The next restaurant will open at the Canal Walk Shopping Centre on Friday, 4 November at 9am.

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