**Beat: Business**

# KRISPY KREME OPENS ITS FIRST FRENCH SHOP IN WESTFIELD FORUM DES HALLES

### FLAGSHIP OF THE AMERICAIN DONUT BRAND

PARIS - NEW YORK, 05.12.2023, 13:09 Time

**USPA NEWS -** KRISPY KREME Opens its First French Shop in WESTFIELD FORUM DES HALLES. The Flagship of the American Donut Brand will officially open to the Public on Wednesday December 6 at 8 a.m. Delivery and Several Dozen other Points Of Access (POA) will follow Next Year... Every Day, in a Dedicated Workshop and under the Eyes of Customers, 42,000 Donuts will be made there which will be sold On Site and in Future Stores in the Center of Paris. Customers can choose from 13 Donut Recipes and above all, they can taste the Iconic Original Glazed, Hot, made in front of them.

KRISPY KREME Opens its First French Shop in WESTFIELD FORUM DES HALLES. The Flagship of the American Donut Brand will officially open to the Public on Wednesday December 6 at 8 a.m. Delivery and Several Dozen other Points Of Access (POA) will follow Next Year... Every Day, in a Dedicated Workshop and under the Eyes of Customers, 42,000 Donuts will be made there which will be sold On Site and in Future Stores in the Center of Paris. Customers can choose from 13 Donut Recipes and above all, they can taste the Iconic Original Glazed, Hot, made in front of them.

More than 100 Krispy Kremers were recruited and trained for this Launch. And in Recent Days, Thousands of Parisians have already been able to taste February Donuts within the Flagship. More than 16,000 Boxes of 6, including 96,000 Doughnuts, were distributed Free of Charge by Krispy Kremers in Saint-Paul, République, Saint-Lazare, Pigalle and Châtelet-Les Halles.

The Opening of Several Dozen Access Points (POA) is already scheduled for 2024, in Paris and Île-de-France, and a Second Production Workshop, the Factory, will soon be operational in Créteil. In France, Krispy Kreme operates through a Joint Venture created in September 2022 with the French Group "Wagram Finances", Owner of "Columbus Café & Co" and Flag Bearer of "Copper Branch" in Europe...To celebrate this Opening, Numerous Gifts will be up for grabs throughout the Day, notably via the Krispy Kreme France Application.

Over the next Five Years, Krispy Kreme plans to open more than 500 Access Points (POA), particularly in Places with High Consumer Flows (Large Retailers, Train Stations, Airports, Shopping Centers, etc.). Several Dozen Points of Sale, mainly in Île-de-France, are planned for 2024 and a Second Production Workshop, the Factory, will open in Créteil at the End of the First Quarter of 2024.

A Singular Passion drives Krispy Kremers: producing Fresh Donuts every day. The Brand's Flagships play a Central Role since they manufacture Donuts in Full View of Consumers in a Dedicated Workshop and a "Hot Light" alerts Passers-By when the OGs leave the Production Line.

The first Parisian Flagship of Krispy Kreme is one of the most Spectacular, combining the Brand's Codes with the Heart of Paris, under the Canopy of the Westfield Forum des Halles, a District very frequented by Parisians, Ile-de-France Residents and Tourists and which is part of a Dense Fabric Premium Brands.

With a Surface Area of ??550 $m^2$, it is open 7 days a week, from 8 a.m. to 10 p.m., and will also, ultimately, produce Donuts intended for Delivery and other Points of Sale (Shops, Convenience Stores, etc.), which will be open in the Coming Months. The Design and Decor of this Flagship in Warm and Bright Tones are made to magnify an Exclusive and Joyful Consumer Experience and make the Donut the “Star” of the Place. It naturally offers Krispy Kreme Branded Brinks and “Goodies” in a Dedicated Boutique.

the Reason they claim to chose to develop Krispy Kreme in France is because the Donut is a Quality, Delicious and Festive Product. It is Very Accessible in Terms of Price and Distribution Channels. It is a Natural Flour-Based Product, which requires only a Short Preparation Time. It is adapted to Urban Lifestyles and corresponds to Consumers' Increasingly Marked Taste for "Snacking". The OG (Original Glazed) and other Krispy Kreme Products can satisfy a Sudden "Craving" (this represents 41% of Purchasing Motivations at Krispy Kreme) or satisfy an Impulse Purchase.

The Donut can be decorated with a Large Number of Different Flavors and “Toppings” and lends itself to many Variations, depending on the Events of the Year and Celebratory Occasions.

With regard to its Employees, Krispy Kreme prioritizes Diversity, Inclusion, Participation, Accountability, Health and Safety at Work. For the Parisian Flagship, a Recruitment Campaign for around a Hundred Employees followed a Program illustrating the Values, including: Hiring made on Notions of Interpersonal Skills, prioritizing Diversity and Inclusion.

The Global Donut Market has been estimated at $19 Billion in 2022 and could reach $29 billion in 2032, according to Research Firm Market.us, with an Average Annual Growth Rate of 3.5% to 5.4% according to Studies. United States represent a little more than 50% of this Market, ahead of Latin America, the Asia-Pacific Region and Europe.

Source: Krispy Kreme France
France Flagship in Westfield Forum Des Halles in Paris
On December 4, 2023
With the Presence of:
* Alexandre Maizoué
Managing Director - Krispy Kreme Donuts France
* Marielle Bosteau
In charge of the Production Chain - Krispy Kreme Donuts France

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

**Article online:**
https://www.uspa24.com/bericht-23903/krispy-kreme-opens-its-first-french-shop-in-westfield-forum-des-halles.html

**Editorial office and responsibility:**
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Exemption from liability:**
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619