

Sweet ... Krispy Kreme is popping in



SPECIAL TREAT: Stacey Nettle is delighted Krispy Kreme will be flying its doughnuts to Cairns for a pop-up promotion at DFO.

HAYDEN SMITH

FAR North doughnut fans are in for a treat with Krispy Kreme to visit Cairns next month.

The company is holding a special two-day pop-up promotion at DFO Cairns from April 27-28.

But local doughnut-lovers will have to act fast as the

event is pre-order only.

It is estimated that a whopping 2.5 tonnes of fresh doughnuts will be flown to Cairns.

"As our doughnuts are made fresh daily, it's not possible to have permanent stores everywhere," said Krispy Kreme Australia head of marketing Russell Schulman.

"But we're lucky in this day

and age with online ordering that we can repay the love and bring Krispy Kreme to regional Australia.

"We're hoping that off the back of the success of this event, we can have an ongoing presence via our pop-ups in, not only Cairns, but other key centres in Northern Queensland."

Sentinel property group chief marketing officer Michael Sherlock, whose company owns DFO Cairns, said the event would be well supported by locals. "We anticipate a huge response," he said.

Orders will close at 3pm Friday, April 21, unless sold out prior. Orders can be made via the Krispy Kreme website.