

Business Confidential

Chris Herde, Glen Norris, The Courier-Mail

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GO NUTS FOR DOUGHNUTS

SPEAKING of Sentinel, this move is likely to put a smile on the dial of Cairns doughnut lovers, albeit temporarily.

The company is bringing the iconic international brand Krispy Kreme to the far North Queensland city for the first time.

Krispy Kreme will be undertaking a special pop-up promotion at DFO Cairns on April 27 and 28 and Sentinel is expecting a huge response.

Based on previous pop-ups the volume over both days should see more than 2.5 tonnes of doughnuts flown in for the event.

The Krispy Kreme pop-up will be located in the temporary Information Hub at DFO Cairns which is currently undergoing a \$10 million refurbishment and improvement works.

Sentinel's chief marketing officer Michael "the Professor" Sherlock, who knows a thing or two about dough having founded Brumby's Bakery, said he expects a "huge response" to the Krispy Kreme pop up.

"They could have chosen anywhere in Cairns for their pop-up outlet but recognised that DFO Cairns is a great fit for their brand with everything that is happening at the centre," he said.

As a pre-order only event there will be no doughnuts available to purchase on the day with orders set to close at 3pm on the April 21 unless sold out prior.