



HOLE FOODS: Brierley Wheatley and her daughter Harper Anderson, 1, with their order of doughnuts.

Picture: STEWART McLEAN

Krispy Kreme might put down roots in Cairns

HAYDEN SMITH

A FORMER Krispy Kreme director says the popular doughnut chain opening a permanent shop in Cairns is a real possibility.

A special pop-up store had DFO Cairns buzzing yesterday

as customers waited patiently to secure their pre-ordered Krispy Kreme products.

Thousands are expected at the shopping centre again this afternoon, with day two of the event beginning at 3pm.

Michael Sherlock of Sentinel Property Group, the com-

pany which owns DFO Cairns, said another 12,000 doughnuts were being flown to the city this morning.

"It's a bit like there's a rock star here ... people are very happy," he said.

An ex-Krispy Kreme director, Mr Sherlock is now the

chief marketing officer at Sentinel. Buoyed by the success of this week's event, he said the doughnut company could consider Cairns as a location for a new store.

"There are a number of cities around Australia vying for one ... but the response to this

event has been a really good indication," he said. "We've got to make sure demand is there, and today is the first step."

The two-day pop-up store was held to coincide with the completion of Sentinel's mall-straightening project at DFO Cairns.