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Krispy kreme sweetens Dubai's life

Press Release

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Americana Group to Inaugurate First World-Famous Doughnut Outlet in the UAE

Dubai, United Arab Emirates: Americana Group, the Middle East's most successful group of companies operating consumer foods, restaurants, and food-related products, once again leads the way, by outstandingly adding the legendary Krispy Kreme brand of doughnuts to its fleet, announcing the official opening of a dedicated outlet in Dubai's Deira City Centre Food Court, scheduled to be on March 16th 2007.

After the tremendous appeal of its opening in Kuwait last October, and complimenting the huge success of Americana's franchises for KFC, Pizza Hut, Hardee's and TGI Friday's, in addition to Americana Meat, Americana Cake and California Gardens, Krispy Kreme comes to Dubai to prove once again that it is the world's favorite doughnut.

Commenting on the event, Ayman Wagdi, CMO, Americana, stated: "For the last forty years, Americana Group has been an innovative pioneer in the food industry in the Arab World, and through our partnership with Krispy Kreme, we will continue the great story of success of our unique company. We are confident that our understanding of the food business in this geographic region helps us in promoting Krispy Kreme's success in this marketplace."

"During the next five years, we have put forward an extensive growth map, aiming to open 100 Krispy Kreme franchise outlets across the region, with 7 more outlets in the UAE itself by the end of 2007, confirming once again our worldwide leadership, significantly raising the benchmark higher in terms of great food, quality and diversity," continued Wagdi.

For his part, Mr. Fareed Abdel Rahman, General Manager of Deira City Centre said, "Today marks another landmark occasion for Deira City Centre. We're very pleased to welcome one of the world's most popular doughnut makers to the UAE, here in our centre. Krispy Kreme is an innovative and exciting company that has a unique business proposition and they're a perfect fit in the centre's renovated food court."

Since its foundation in 1937 in Winston-Salem, NC, USA, Krispy Kreme has been renowned as the world's most loved hot doughnut, producing more than 3 million doughnuts a day, and literally invading the world with stores in the US, Canada, Australia, the United Kingdom, South Korea, Mexico, Japan, Indonesia, Hong Kong, the Philippines and Kuwait.

Jim Rogers, International Marketing, Krispy Kreme said: "Being in one of the most rapidly growing markets in the region as Dubai is very exciting for Krispy Kreme. And our partnership with Americana group, our natural partner, gives us the enthusiasm to widely expand and give people throughout the region the chance to enjoy the unique Krispy Kreme experience."

Krispy Kreme is a leading branded retailer of high-quality doughnuts with its signature Hot Original Glazed. And it is no wonder how people wait in queues for hours waiting for the "HOT NOW" sign to get the tastiest and freshest batch of doughnuts rolling straight off the line!

Illustrious with freshness, Krispy Kreme is the world's doughnut-making theatre, the one and only company offering second-to-none quality, as the customers can see their doughnut being made right in front of their eyes. Customers can see their Krispy Kreme doughnut made from start to finish - cut into shape, proofed, cooked, and glazed. With a glass exterior around the cooking process, Krispy Kreme gives everyone an outstanding chance to experience the entire doughnut-making process and take a bite into one before it cools.

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