

**MEDIA RELEASE**  
FOR IMMEDIATE RELEASE



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## **Kilo, Kilo is now available at Alpha, Alpha**

**Iconic brand Krispy Kreme will open a store in Adelaide Airport on Thursday 8 June 2017, bringing its delightful doughnuts to travelers heading in and out of the city.**

Earlier in the week, travelers at Adelaide Airport were treated to a special surprise when their luggage was replaced with boxes of Krispy Kreme donuts. Bemused smiles and priceless reactions filled the baggage collection area as the travelers collected their gifts in celebration of the new store. You can view the clip of passengers being surprised here: <https://youtu.be/nclvQtUioR0>

Reflecting on the joy and excitement shared by those at the baggage carousel, Mr Higginbottom, General Manager at Krispy Kreme SA said he and the team at Krispy Kreme look forward to sharing more doughnut moments with families and loved ones across the state.

Gone are the days when travelers would stock up on their favourite Krispy Kreme doughnuts at interstate airports and bring them back to Adelaide for family and friends. Now, Krispy Kreme will be readily available, hot and fresh, at the most convenient location in the airport – the baggage collection area.

“This is a milestone moment and we are extremely excited to offer Krispy Kreme doughnuts to our guests at Adelaide Airport.”

“Krispy Kreme’s footprint across South Australia allows us to offer those magical, delightful doughnut moments to the broader South Australian community, as well as visitors leaving or arriving at Adelaide Airport!”

Mr Higginbottom said the new store will also offer a boost to the South Australian economy, creating a range of full time and part time jobs for a dozen local residents.

Adelaide Airport Head of Terminal Retail & Commercial, John Pearce, said:  
“Adelaide Airport is excited to welcome Krispy Kreme as a retail partner. We look forward to working with Krispy Kreme to bring travellers and their families and friends a unique hospitality experience.”

A feature unique to this Krispy Kreme store is the partnership with OTR’s C Coffee which will enable travelers to use the OTR App to pre-order coffee and collect coffee when their plane arrives at the terminal and passengers collect their baggage.

**New Krispy Kreme Airport Store:**  
Krispy Kreme Adelaide Airport, Baggage collection area

**Krispy Kreme is at six other locations around Adelaide:**

- 76 Gouger Street, Adelaide
- 1/28 Grenfell Street, Adelaide
- Westfield Marion Shopping Centre
- OTR North Terrace, Adelaide

When 'Hot Light' is on at one of Krispy Kreme's factory stores you get an Original Glaze doughnut free, open 24/7:

- 563 Port Road, West Croyden
- 853 Port Wakefield Road, Bolivar

@krispykremesa      #krispykremesa #krispykremeadelaideairport

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**About Krispy Kreme**

Founded in 1937 in Winston-Salem, North Carolina, United States of America, Krispy Kreme is a leading branded specialty retailer of premium quality doughnuts, including the signature Hot Original Glazed. There are currently approximately [320] Krispy Kreme stores and [80] satellites operating system-wide in the United States of America, Australia, Canada, Mexico, the Republic of South Korea and the United Kingdom.