

Dunkin' Donuts says Cape Town launch date is up to the customer

Following on from Grand Foods' announcement that the first Dunkin' Donuts in South Africa would open in Cape Town at the end of October 2016, the American donut company and coffeehouse chain is challenging customers to participate in daily challenges in order to determine its launch date.



“The brand resonated with Grand Foods because of its world-class coffee and donut offering. Dunkin’ Donuts has become part of the daily ritual of millions of people worldwide, and we wanted South Africans to share in this. At Dunkin’ Donuts we offer a unique experience, and to demonstrate just how unique, we’re giving on-the-go South Africans the power to decide our launch date,” says Rozanna Kader, marketing and communications director at Grand Foods.

From 29 September 2016, locals can participate in fun, on-the-ground activations and social media challenges. For every goal met, the launch date moves forward.

The local menu will feature the same high-quality, 100% Arabica bean coffee and delicious donuts ranging from glazed, filled, and frosted, including the world’s most loved donut, the Boston Kreme.

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