

Press Success



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Client: Dreamy Donuts
Publication: The Southern Star
Date: 18 July 2007
Page: 36

Dreams come true

HOMER Simpson summed it up when he first uttered the words, "Mmmm, donuts".

Garden City shoppers tempted by the glazed treats served up by the southside's first **Dreamy Donuts** franchise look s to echo the sentiment.

Builders worked around the clock to fit out the lower-level kiosk in readiness for last Wednesday's grand opening.

Franchisee James Scurr said the success of **Dreamy Donuts** shops at Westfield Chermside, Post Office Square and Charlotte St had prompted him to investigate acquiring his own outlet.

"I saw **Dreamy Donuts** at Chermside when it opened," Mr Scurr said.

"The (store) at Chermside was just absolutely nuts, there were customers everywhere."

The former Mansfield resident said he expected a similar level of interest in the chain's glazed, iced and filled donut range with its southside debut.

"We're starting off with 20 staff but based on trade we'll increase that if we need to," he said.

This will be Mr Scurr's third foray into franchising, buying his first Boost Juice bar at Garden City six years ago and adding a second, also at Garden City, two years later.

The businessman is already looking to expand his retail food empire.

Dreamy Donuts Garden City will design and make special occasion cakes and hopes to branch out into corporate catering.

Head Office

61 7 3367 0500 : P
61 7 3367 0544 : F
icons@invigorate.com.au : E
www.invigorate.com.au : W

PO Box 2037, Milton BC : A