

Krispy Kreme hopes to heat up sales with ice cream

2008-09-25

Krispy Kreme's signature glazed doughnuts may be best hot, but its sales have been anything but in recent years. Now the chain is hoping that going cold - with its new soft-serve ice cream - will be the catalyst it needs.

The company has been trying to revive its sales for nearly three years, amid a health craze that made its glazed doughnuts an indulgence that many just couldn't stomach.

Now industry watchers say Krispy Kreme Doughnuts' latest turnaround plan - which includes launching the new ice cream as well as opening smaller stores and expanding overseas - still may not be enough to help the chain climb out of its hole.

"They're trying to reposition themselves as more of a treat concept" that offers consumers desserts and indulgences, said Bob Goldin, executive vice president at food industry research firm Technomic. But "it'll be hard to argue it's a growth business" given trends toward eating healthier, he said.

[External Source - For the complete article click here](#)

Source - USATODAY

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article34765.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html