



## **Doughnuttery Announces its First International Franchise Development Agreement!**

*Southern Franchising SpA, a Highly Experienced Franchise Operator, to Open 16 Doughnuttery Locations in Chile & Peru.*

**New York, NY, October 15, 2022** – Doughnuttery Inc. is thrilled to announce the signing of its first-ever multi-unit international franchise agreement. The company recently finalized a master franchise agreement with Southern Franchising SPA to develop 16 Doughnuttery locations across Chile and Peru.

Southern Franchising SpA is an experienced franchise operator and is led by Alice Keh. Alice, who was originally born in the U.S., will lead day-to-day operations for the Doughnuttery business in Chile and Peru. With the executive team, Alice will additionally oversee strategic aspects of the company planning their first Doughnuttery location in early in 2023.

“We are constantly amazed at the excitement and interest that our brand is receiving nationwide, and now internationally” says Evan Feldman, founder, and CEO of Doughnuttery Franchise LLC and Doughnuttery, Inc., its parent company. “We couldn’t be happier than to partner with Southern Franchising their team to launch the first-ever international Doughnuttery locations. Their superb business acumen, deep knowledge of the Chile and Peru markets, proven franchise experience, and dedication to serving customers will no-doubt make them great representatives of the Doughnuttery brand. We’re excited to continue partnering with strong master franchise partners like Southern Franchising to penetrate untapped international markets.”



“Doughnuttery's combination of delicious, hot, fresh, uniquely sugared mini doughnuts, along with a business model that features multiple revenue streams, a simple and low-cost operation as well as comprehensive franchise support made our decision to join Doughnuttery an easy one” commented Keh. “Doughnuttery transforms a traditionally well-known product into a new, innovative format that our customers will love and appreciate!”

Since 2012, Doughnuttery has been delighting doughnut lovers with its exciting offering of hot, fresh, uniquely sugared mini doughnuts. What sets Doughnuttery apart is their uniquely delicious and proprietary sugar blends made with only the highest quality local and exotic ingredients. These exclusive doughnut and sugar combinations allow them to offer many unique, fun, and delicious flavors. In addition, their innovative cooking and flavoring methods make for a thrilling and entertaining experience! The sweet smell of doughnuts cooking, the experiential nature of watching the mini's change from batter to doughnut and the final sugaring process attracts shoppers and helps convert them to buyers. Served hot & fresh, Doughnuttery's customers are amazed by the taste and come back for more, and more, and more! Add a hot or cold beverage and the result is very happy customers!



### **About DOUGHNUTTERY**

Doughnuttery was founded in October 2012. Shortly thereafter, they opened their first location inside of the Chelsea Market in New York City. Based on the success of this first location, Doughnuttery began opening pop-up locations one year later in multiple NYC holiday markets including Bryant Park and Union Square. In 2016, Doughnuttery opened its second and third permanent NYC locations inside the Plaza Hotel and in the Turnstyle Underground Market at Columbus Circle. Doughnuttery Franchise LLC was subsequently formed, and the franchise offering commenced in February of 2019. In March of 2019, Doughnuttery opened its first non-company owned store under a license deal inside the ItSugar store in Myrtle Beach, SC. In November 2019 Doughnuttery opened it's first franchise location, in Chandler Az and in August 2020 they opened their second franchise location, in northern Virginia.

Disclaimer: This franchise sales information does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document (FDD). Certain states require that we register the FDD in those states. The communications on this web site are not directed by us to residents of any of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the FDD to the prospective franchisee in compliance with applicable law.

For more information about Doughnuttery, please visit [www.Doughnuttery.com](http://www.Doughnuttery.com).

For more information about Doughnuttery franchise opportunities, please visit [www.doughnuttery.com/franchisnext](http://www.doughnuttery.com/franchisnext).

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