

# SITE CRITERIA

## Domestic Factory Store



Our Factory Stores produce doughnuts from proprietary equipment in an open kitchen format that reinforces product quality and freshness, and provide a Doughnut Theater®. The Factory Store may also be used to hold in-store events like Chocomania to maintain excitement for the brand in a market. A flagship Factory Store will be the first store in any new market which helps establish the brand.

### PRIMARY LOCATION TYPE:

- Freestanding location is preferred as the first Factory Store in the market. Additional Factory Stores could be end-cap drive-thru opportunities.
- In Hyper Urban markets ground floor, first floor, or street level locations/preferably no food court locations.
- Preferably with co-tenants of similar profile.

### TRAFFIC:

Consistent traffic (both vehicular and pedestrian) with easy access to the store.

### BUILDING SIZE:

**SIZE:** 2,700–3,500 sq ft (248-283 sq meters).

**SEATING:** 2–3 zones/25+ seats.

**FRONTAGE:** Minimum of 30 ft. (9.14 meters).

- 3,500 sq ft represents a Factory Store that includes the larger doughnut production line and produces doughnuts primarily for its own retail sales.

- 2,700 sq ft represents a Factory Store that includes the smaller doughnut production line and produces doughnuts for its own retail sales and no other stores.
- Outdoor seating if available in appropriate markets.

### VISIBILITY / ACCESSIBILITY / ZONING

- High visibility (both pedestrian and vehicular) from main corridor or entrance from mall.
- Brand specific neon Hot Now™ signage.
- Unlimited accessibility for trucks to deliver product and mix where and when necessary.
- Hours of operation in accordance with our system standards, Production line will start many hours prior to the store opening for business.
- Other requirements as necessary that may be laid out in the Landlord's Scope of Work.

**NOTE:** All mechanical, electrical and structural standards should be reviewed with local architects and engineers once the building design is developed. In addition, local codes and conditions should be reviewed to ensure compliance of the final design and construction drawings. Trade area and site selection is part art and science. Although there are a number of standard factors that Krispy Kreme take into account in assessing whether to approve development of a Krispy Kreme store in a particular trade area or at a particular site, each trade area and site has unique characteristics and requires a level of individual assessment. Krispy Kreme's approval of a site in no way is intended to guarantee the success of the franchisee's business at that location.

### LANDLORD'S SCOPE OF WORK

**Building Shell:** Interior ceiling height to be minimum of 12 feet (3.7 meters) in the sales and seating area and 10 feet (3.04 meters) in the back of the house and restroom from finished floor to ceiling with 36" clearance above ceiling for placement of ductwork.

**Drywall:** Landlord to install demising walls taped, spackled, sanded, and painted per code and tenant's specifications.

**Floor:** Landlord shall deliver a 4" concrete slab with light broom finish floor within the premises, leaving out the rear 15 feet (4.57 meters) if new construction to accommodate plumbing. Floor loads should be able to accommodate the doughnut production line, other equipment and storage requirements. The weight of the line is provided in our Store Design Guide/Interior Planning Section. Ingredient and Dry Storage requirements will vary on location type. Note: a single pallet of ingredients may weigh up to 2600 lbs. and all producing lines will need numerous pallets of ingredients for continuous operation.

**Electrical:** Landlord to provide 800Amp service.

\*Service may be able to be reduced depending on the scope and how load is calculated per the local code. Please refer to our Required Amp Estimate for the basis of the numbers shown. Panel board to be provided by the tenant and located per tenant's instructions. Electrical load requirements will vary depending on a variety of factors including climate, dining room and kitchen size, equipment package and local codes.

**Water:** Landlord shall provide a minimum 1.5" water service and meter (not including fire suppression or irrigation systems) from exterior wall of tenant's space to main. There can be no other tenants on this line and water pressure to be a 50 psi. Line to be located in tenant's space per tenants plans.

**Gas:** If using gas hot water heaters, landlord to install gas service, including line, meter, etc. to tenant's space. The gas load is to be per tenant's specifications with a minimum 2 lbs. of pressure.

**Sewer:** Landlord shall provide a 4" sanitary lateral including tenant's grease interceptor(s) (furnished by tenant), from the exterior wall of tenant's space to main line. There can be no other tenants on this lateral. Landlord to confirm there is sufficient fall for a gravity flow as required by code.

**Mechanical:** Landlord shall provide air conditioning units and ductwork, diffusers, registers, grilles per our specifications and local codes.

**Restrooms:** Landlord shall provide separate men's and women's restrooms per tenant's specifications.

**Sprinkler Systems:** Landlord to provide a sprinkler system within the premises if such is required by code.

**Back Door:** Landlord to provide metal door with the frames and accessories placed per Krispy Kreme's specifications with a minimum height of 10 feet (3.04 meters).





# SITE CRITERIA

## Domestic Fresh Shop



A Fresh Shop store is a non-producing store that offers the complete line of doughnuts and beverages. In addition, a Fresh Shop will generally have dedicated seating and utilize other design elements to enhance the customer experience including architectural features and attractive visuals elements.

### PRIMARY LOCATION TYPE:

- End-Cap drive-thru locations are preferred.
- Ground floor, first floor, or street level locations/preferably no food court locations.
- Airports, train stations, hospitals, central business district.
- Preferably with co-tenants of similar profile.

### TRAFFIC:

Consistent traffic (both vehicular and pedestrian) with easy access to the store.

### BUILDING SIZE:

SIZE: 750–2,000 sq. ft. (70 - 185 sq meters).

SEATING: 2–3 zones/15+ seats.

FRONTAGE: Minimum of 20 ft. (6.09 meters).

- Outdoor seating if available in appropriate markets.

### VISIBILITY / ACCESSIBILITY / ZONING

- High visibility (both pedestrian and vehicular) from main corridor or entrance from mall or heavily trafficked street level.
- Unlimited accessibility for trucks to deliver product at least 2x a day or when necessary.
- Hours of operation are typically the same as the mall or other shops within the area.
- Other requirements as necessary that may be laid out in the Landlord's Scope of Work.

### LANDLORD'S SCOPE OF WORK

**Building Shell:** Interior ceiling height to be minimum of 12 feet (3.7 meters) in the sales and seating area and 10 feet (3.04 meters) in the back of the house and restroom from finished floor to ceiling with 36" clearance above ceiling for placement of ductwork.

**Drywall:** Landlord to install demising walls taped, spackled, sanded, and painted per code and tenant's specifications.

**Floor:** Landlord shall deliver a 4" concrete slab with light broom finish floor within the premises, leaving out the rear 15 feet (4.57 meters) if new construction to accommodate plumbing. Floor loads should be able to accommodate the equipment and storage requirements. The weight of the line is provided in our Store Design Guide/ Interior Planning Section.

**Electrical:** Landlord to provide 200 Amp service.\*Panel board to be provided by the tenant and located per tenant's instructions. Electrical load requirements will vary depending on a variety of factors including climate, dining room and kitchen size, equipment package and local codes.

**Water:** Landlord shall provide a minimum 1.5" water service and meter (not including fire suppression or irrigation systems) from exterior wall of tenant's space to main. There can be no other tenants on this line and water pressure to be a 50 psi. Line to be located in tenant's space per tenant's plans.

**Gas:** If using gas hot water heaters, the landlord to install gas service, including line, meter, etc. to tenant's space. The gas load is to be per tenant's specifications with a minimum 2 lbs. of pressure.

**Sewer:** Landlord shall provide a 4" sanitary lateral including tenant's grease interceptor(s) (furnished by tenant), from the exterior wall of tenant's space to main line. There can be no other tenants on this lateral. Landlord to confirm there is sufficient fall for a gravity flow as required by code.

**Mechanical:** Landlord shall provide air conditioning units and ductwork, diffusers, registers, grilles per tenant's specifications and local codes.

**Restrooms:** Landlord shall provide separate men's and women's restrooms per tenant's specifications.

**Sprinkler Systems:** Landlord to provide a sprinkler system within the premises if such is required by code.

**Back Door:** Landlord to provide metal door with the frames and accessories placed per tenant's specifications with a minimum height of 7 feet (2.1 meters).

**NOTE:** All mechanical, electrical and structural standards should be reviewed with local architects and engineers once the building design is developed. In addition, local codes and conditions should be reviewed to ensure compliance of the final design and construction drawings. Trade area and site selection is part art and science. Although there are a number of standard factors that Krispy Kreme take into account in assessing whether to approve development of a Krispy Kreme store in a particular trade area or at a particular site, each trade area and site has unique characteristics and requires a level of individual assessment. Krispy Kreme's approval of a site in no way is intended to guarantee the success of the franchisee's business at that location.





# SITE CRITERIA

## Domestic Tunnel Oven



A Tunnel Oven store is a non-producing store that offers the complete line of doughnuts and beverages. In addition, a Tunnel Oven will generally have dedicated seating and utilize other design elements to enhance the customer experience including architectural features and attractive visual elements.

### PRIMARY LOCATION TYPE:

- End-Cap drive-thru locations are preferred.
- Ground floor, first floor, or street level locations; preferably no food court locations.
- Central Business District.
- Preferably with co-tenants of similar profile.
- A+ location.

### TRAFFIC:

Consistent traffic (both vehicular and pedestrian) with easy access to the store.

### BUILDING SIZE:

**SIZE:** 1,000-2,500 sq. ft. (93 – 232 sq. meters).

**SEATING:** 2–3 zones/20+ seats.

**FRONTAGE:** Minimum of 20 ft. (9.6 meters).

- Outdoor seating if available in appropriate markets.

### VISIBILITY / ACCESSIBILITY / ZONING

- High visibility (both pedestrian and vehicular) from main corridor or entrance from mall or heavily trafficked street level.
- Brand specific neon Hot Now™ signage.
- Unlimited accessibility for trucks to deliver product at least 2x a day or when necessary.
- Hours of operation are typically the same as the mall or other shops within the area.
- Other requirements as necessary that may be laid out in the Landlord's Scope of Work.



### LANDLORD'S SCOPE OF WORK

**Building Shell:** Interior ceiling height to be minimum of 12 feet (3.7 meters) in the sales and seating area and 10 feet (3.04 meters) in the back of the house and restroom from finished floor to ceiling with 36" clearance above ceiling for placement of ductwork.

**Drywall:** Landlord to install demising walls taped, spackled, sanded, and painted per code and tenant's specifications.

**Floor:** Landlord shall deliver a 4" concrete slab with light broom finish floor within the premises, leaving out the rear 15 feet (4.57 meters) if new construction to accommodate plumbing. Floor loads should be able to accommodate the equipment and storage requirements. The weight of the line is provided in our Store Design Guide/Interior Planning section.

**Electrical:** Landlord to provide 400Amp service. \*Service may be able to be reduced depending on the scope and how load is calculated per the local code. Please refer to our Required Amp Estimate for the basis of the numbers shown. Panel board to be provided by the tenant and located per tenant's instructions. Electrical load requirements will vary depending on a variety of factors including climate, dining room and kitchen size, equipment package and local codes.

**Water:** Landlord shall provide a minimum 1.5" water service and meter (not including fire suppression or irrigation systems) from exterior wall of tenant's space to main. There can be no other tenants on this line and water pressure to be a 50 psi. Line to be located in tenant's space per tenants plans.

**Gas:** If using gas hot water heaters, landlord to install gas service, including line, meter, etc. to tenant's space. The gas load is to be per tenant's specifications with a minimum 2 lbs. of pressure.

**Sewer:** Landlord shall provide a 4" sanitary lateral including tenant's grease interceptor(s) (furnished by tenant), from the exterior wall of tenant's space to main line. There can be no other tenants on this lateral. Landlord to confirm there is sufficient fall for a gravity flow as required by code.

**Mechanical:** Landlord shall provide air conditioning units and ductwork, diffusers, registers, grilles per our specifications and local codes.

**Restrooms:** Landlord shall provide separate men's and women's restrooms per tenant's specifications.

**Sprinkler Systems:** Landlord to provide a sprinkler system within the premises if such is required by code.

**Back Door:** Landlord to provide metal door with the frames and accessories placed per Krispy Kreme's specifications with a minimum height of 10 feet (3.04 meters).

**NOTE:** All mechanical, electrical and structural standards should be reviewed with local architects and engineers once the building design is developed. In addition, local codes and conditions should be reviewed to ensure compliance of the final design and construction drawings. Trade area and site selection is part art and science. Although there are a number of standard factors that Krispy Kreme take into account in assessing whether to approve development of a Krispy Kreme store in a particular trade area or at a particular site, each trade area and site has unique characteristics and requires a level of individual assessment. Krispy Kreme's approval of a site in no way is intended to guarantee the success of the franchisee's business at that location.