Japanese doughnut chain Mister Donut debuts in Hong Kong (with photos)

　　â€‹Invest Hong Kong announced that Japanese doughnut chain Mister Donut officially opened its first store in Hong Kong today (October 26), bringing the popular donut brand to the city as part of its overseas expansion plan in the region.

　　Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "We are happy to see that a famous Japanese food brand has established its foothold in Hong Kong. The city, as a well-known food paradise, is an ideal place for companies to promote their brands to the world. We wish the brand every success in Hong Kong and beyond."

　　The opening of Mister Donut in Hong Kong is a partnership between Duskin Co Ltd from Japan and a local franchisee, Dragon Circle Enterprise Limited. The Chief Executive Officer of Dragon Circle Enterprise Limited, Ms Fanny Su, said that the company sees a huge opportunity for Mister Donut in Hong Kong. That is why it is bringing the brand here to meet local needs.

　　She said, "Our market research shows that there is a huge potential customer base in Hong Kong. They are so looking forward to the Mister Donut brand coming to Hong Kong. That is why we are bringing the brand to the city. We will open the second shop by the end of this year, and nine in total by 2027."

　　The new store is located in an art shopping mall in Tsim Sha Tsui, offering a wide range of popular donuts made with the same quality ingredients as in Japan, according to Ms Su. Its signature donut is the Pon de Ring which is loved both in Japan and abroad for its soft, airy and chewy texture.

　　Mister Donut is one of Duskin's food businesses. As part of Duskin's expansion plan, the company has set out to assess and proceed with entering additional Asian markets while developing its businesses in existing locations.

　　For more information about Mister Donut, please visit www.misterdonut.jp.

　　To get a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720321428942.