



X



KRISPY KREME X BEN'S BUBBLE TEA

DOUGHNUTEA COLLABORATION PROPOSAL

JULY 2025



WHEN BRANDS ALIGN:

We propose a limited-edition collaboration between Ben's Bubble Tea and Krispy Kreme to launch the Doughnutea range - doughnut-flavoured bubble tea drinks inspired by Krispy Kreme's iconic glazes. These indulgent milk teas will feature doughnut essence-infused bases, doughnut crumb toppings, and glaze-coated rims. Available for a short time at Krispy Kreme stores and exclusively at Ben's, the collab is designed to create hype, increase foot traffic, and delight fans of both brands.

WHAT ARE WE SOLVING?

The bubble tea market is rapidly evolving with consumers seeking novel, indulgent flavours. Meanwhile, Krispy Kreme's brand is synonymous with indulgent, iconic doughnuts. This collaboration addresses the opportunity to innovate within the bubble tea category by introducing doughnut-inspired flavours that resonate with Krispy Kreme's loyal customers and expand Ben's product portfolio. The timing is ideal given the popularity of limited-edition and co-branded products in the food and beverage sector.

GOALS & OBJECTIVES:

INCREASE IN-STORE FOOT TRAFFIC BY 15% AT SELECT BEN'S BUBBLE TEA AND KRISPY KREME LOCATIONS WITHIN THE CAMPAIGN PERIOD

ENHANCE CUSTOMER LOYALTY BY INCREASING REPEAT PURCHASES OF CO-BRANDED PRODUCTS BY 20% WITHIN 3 MONTHS POST-CAMPAIGN, TRACKED THROUGH LOYALTY PROGRAM DATA OR PURCHASE FREQUENCY.

ACHIEVE A 10% BOOST IN INSTAGRAM ENGAGEMENT FOR BOTH BRANDS DURING THE CAMPAIGN.

PRODUCT VISION:

Introduce a limited-edition bubble tea range using syrup bases inspired by Krispy Kreme's most iconic glazes and fillings like the Original Glazed (vanilla-butter), Maple Iced, Cinnamon Swirl, or Caramel Kreme. These custom syrups replicate the doughnut flavours in liquid form and can be blended into milk tea to create indulgent, doughnut-flavoured drinks like a 'Glazed doughnut Milk Tea.' This allows Ben's to incorporate familiar Krispy Kreme taste profiles in a way that's operationally simple, cost-effective, and scalable. It also aligns with Krispy Kreme's seasonal flavour innovation, offering opportunities for recurring collabs and driving excitement through co-branded, limited-time drinks.

DOUGHNUT CRUMB TOPPING

Real doughnut crumbs - glazed, chocolate, or cinnamon - are lightly sprinkled over the cream topping of a mini-sized boba drink. This allows customers to enjoy the taste of a doughnut in a new way, enhancing the boba experience rather than replacing the doughnut itself.



DOUGHNUT GLAZE COATING

The inside rim of the boba cup is coated with Krispy Kreme's chocolate doughnut glaze, adding a layer of rich flavour to the milk tea. This glaze provides a chocolate taste that complements the creamy milk tea without overpowering the boba flavour. Customers experience this addition with each sip, enhancing the overall drink. This approach combines elements of both brands while maintaining the primary focus on the bubble tea.



DOUGHNUT ESSENCE-FLAVOUR

The milk tea base is infused with a flavouring essence of classic doughnut flavour. The milk is flavoured to taste like the original glazed doughnut, and blends smoothly with the tea and tapioca pearls, creating a consistent doughnut flavour throughout the drink. This results in a unique milk tea that highlights the signature taste of Krispy Kreme doughnuts in a beverage form.

THE SWEET ROLLOUT PLAN:

RECIPE DEVELOPMENT 3–4 WEEKS (JULY 2025)

Develop and refine limited-edition doughnut-flavoured milk tea syrups and toppings using Krispy Kreme glaze profiles. Flavour concepts include Original Glazed, Cinnamon, and Chocolate. The goal is to match the signature doughnut taste in a creamy drink form without overcomplicating operations.

SMALL-SCALE TASTE TEST 1–2 WEEKS (EARLY AUGUST 2025)

Host an internal tasting session with loyal customers and Ben's staff to gather feedback on flavour accuracy, sweetness levels, and overall drink appeal. Include 2–3 flavour variants for review. Responses will be captured via a short form and used to guide final decisions.

PRODUCT REFINEMENT 2 WEEKS (MID–LATE AUGUST 2025)

Use insights from the taste test to adjust flavour strength, creaminess, and topping proportions. Finalise recipes and prep packaging elements such as glaze-coated cup rims and crumb toppings. Also confirm naming and product copy.

MARKETING PREPARATION 2 WEEKS (LATE AUGUST 2025)

Develop campaign assets including Instagram teasers, influencer outreach kits, and in-store signage. Prep photography, captions, and visuals for both brands, ensuring clear, exciting messaging. Align campaign timing with both brands' calendars.

SOFT LAUNCH & STAFF TRAINING 1 WEEK (EARLY SEPTEMBER 2025)

Train selected store teams on drink preparation, POS integration, and customer-facing FAQs. Launch the product quietly at a few flagship Ben's locations to test operations. Use this phase to monitor service time and customer reactions before national rollout.

FULL PUBLIC LAUNCH 6–8 WEEKS (MID- SEPTEMBER TO OCTOBER 2025)

Officially launch the Doughnutea drinks across all Krispy Kreme stores and Ben's locations. Feature the drinks in combo deals and social-first campaigns, and push limited availability to create urgency and FOMO. Track engagement and sales in real-time.

HOW WE GET IT DONE:

1. Ingredient Sourcing:

- Secure Krispy Kreme glaze essence syrups and doughnut crumb toppings from approved suppliers.
- Coordinate delivery schedules to Ben's Bubble Tea and Krispy Kreme stores.
- Ensure proper quality control and storage conditions for all syrups and toppings.

2. Production:

- Train Ben's staff on preparing doughnut-flavored milk teas and applying toppings.
- Standardize recipes and portion sizes for consistent product quality.
- Prepare co-branded packaging materials and implement the cup glaze application process.

3. Distribution:

- Distribute doughnut-flavored syrups and toppings to participating Krispy Kreme and Ben's Bubble Tea locations.
- Schedule regular deliveries to maintain fresh stock and prevent shortages.
- Work with store managers to track inventory and set reorder points.

4. Availability:

- Launch the limited-edition drinks at all Krispy Kreme retail stores nationwide, including mini locations.
- Offer exclusive sales of doughnut-flavored bubble teas at Ben's Bubble Tea stores.
- Provide combo deals pairing doughnut-flavored drinks with Krispy Kreme doughnuts.
- Set a clear promotion period (e.g., 6–8 weeks) with defined start and end dates.
- Monitor sales and customer feedback throughout the campaign to adjust availability as needed.

5. Marketing & Support:

- Supply in-store promotional materials and signage to all participating outlets.
- Coordinate social media campaigns and influencer partnerships to boost awareness.
- Organize staff uniform or decor swap days for added visibility and excitement.
- Plan sampling events and taste tests during the launch phase to encourage trial and gather feedback.

BUZZ BUILDER BLUEPRINT:

SOCIAL MEDIA ROLLOUT:

Teaser Campaign:

- Short clips and mysterious posts hinting at the Doughnut & Flavour collab to build anticipation.
- Use countdown stickers and polls on Instagram Stories.
- Goal: Generate buzz with 30,000 story views and 500 poll interactions.

Launch Posts & Pinned Content:

- Post 3 visuals showcasing each bubble tea.
- Alongside a 3 behind the scenes with Ben taste-testing each Doughnut & Flavour drink, sharing authentic reactions and behind-the-scenes.
- Include calls-to-action: "Try the Doughnut & Flavour now!"
- Pin these posts to Instagram's top grid for max visibility.
- **Goal:** Reach 50,000 impressions; 1,000 saves and shares combined.

Joint Posting with Krispy Kreme:

- Co-post content on Krispy Kreme SA's channels for double exposure.
- Caption example: "The collab you didn't know you kneaded"
- Goal: Cross-promote to gain 2,000+ new followers for each brand.

EXTRA TOUCHPOINTS:

Visual Merchandising:

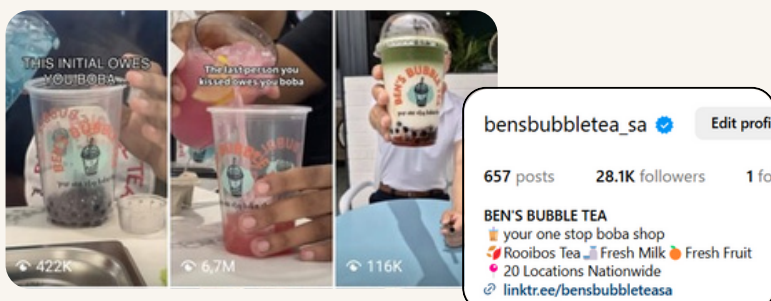
- Display signage on Ben's digital menu screens and A5 countertop displays.
- Include table stickers, tray liners, and mini posters on counters.
- Add icon sticker on donut boxes during launch week.
- Feature promos on POS screens with quick facts or combo suggestions.
- Consider branded badges or stickers for staff uniforms during launch for extra visibility.
- Goal: Achieve 15% upsell rate on new products during launch.

Mini Launch Events:

- Host launch weekend free samples at top Ben's and select Krispy Kreme locations.
- Invite local micro-influencers and student reps for coverage and social proof.
- Goal: Engage 50 or more attendees

WhatsApp Marketing:

- Deliver exclusive early access offers, combo deals, and event invites via WhatsApp broadcast lists.
- Encourage subscribers to forward to friends for organic reach.
- Goal: Achieve 30% open rate and 10% click-through rate.



FOOD PHOTOGRAPHER:

We'll be partnering with our food photographer, Ally, to create high-quality content for the upcoming campaign. We've worked with her previously on a collaboration with Sally Williams, which performed exceptionally well and received outstanding feedback.



OUR COLLAB COMMITMENTS:

Product Integration & Development:

- Creating co-branded menu items (e.g., bubble tea drinks featuring Krispy Kreme flavors, or doughnut-inspired toppings).
- Joint product R&D and taste testing.

In-Store Activation:

- Featuring Krispy Kreme products in select Ben's locations.
- Branded point-of-sale materials and co-branded displays.
- Staff training on new collaborative products.

Marketing & Promotion:

- Joint marketing campaigns (social media, email, influencer marketing).
- Launch events or pop-up activations.
- Shared digital content and cross-promotion on both brands' platforms.

Operational Coordination:

- Coordinating logistics for product delivery and inventory management.
- Ensuring quality control for collaborative menu items.

EXCLUDED RESPONSIBILITIES:

Krispy Kreme's Core Product Manufacturing:

- Ben's would not be responsible for producing Krispy Kreme doughnuts or managing their supply chain.

Exclusive Distribution Rights:

- Ben's would not have exclusive rights to sell Krispy Kreme products outside the agreed collaboration scope (e.g., outside of joint menu items or specific stores).

Krispy Kreme's Brand Marketing:

- Ben's would not manage or control Krispy Kreme's independent marketing campaigns or brand strategy.

Financial Risk of Krispy Kreme Inventory:

- Ben's would not typically bear the financial risk for unsold Krispy Kreme inventory unless agreed otherwise.



THE PRICE OF THE POUR:

Item	Estimated Costs	Description
Ingredient and sampling	R5000-R8000	Purchase of essence samples, toppings
Internal taste testing	R2000-R5000	Staff and loyal customer tastings
Recipe adjustments	R3000-R8000	Adjusting sweetness and ratio's
Packaging concept tweaking	R5000-R8000	Simple branding updates for co-branded cups
Total Estimate:	R15 000-R30 000	

The cost estimates provided reflect a streamlined approach to the collaboration, focusing on leveraging existing ingredients and straightforward recipe modifications such as adding doughnut essence and established toppings. This approach significantly reduces development time and expenses compared to creating entirely new products. Marketing and operational costs are aligned with industry standards for limited-edition launches, emphasizing digital campaigns, in-store promotions, and targeted sampling events to maximize impact while maintaining budget efficiency.



TRACKING THE IMPACT:

SALES & FOOT TRAFFIC:

Aiming for a 15% increase in-store foot traffic at select Ben's and Krispy Kreme locations during the campaign period, tracked via POS data and store counts.

SOCIAL MEDIA ENGAGEMENT:

Achieving a 10% boost in Instagram engagement for both brands, measured by impressions (target 50,000), saves/shares (1,000 combined), follower growth (2,000+ new followers), story views (30,000), and poll interactions (500).

REPEAT PURCHASES:

Increasing repeat purchases of the Doughnutea drinks by 20% within 3 months post-campaign, monitored through loyalty program data or purchase frequency analysis.

UPSELL RATE:

Targeting a 15% upsell rate on new products during launch, tracked via sales data and staff reporting.

WHATSAPP CAMPAIGN:

Monitoring a 30% open rate and 10% click-through rate on broadcast messages delivering exclusive offers and event invites.



BEHIND THE GLAZE: OUR AGREEMENT

Terms & Conditions

1. **Product Description:** The Doughnutea range consists of limited-edition doughnut-flavored bubble tea drinks available exclusively at Ben's Bubble Tea stores and select Krispy Kreme locations for a limited time.
2. **Availability:** Products are subject to availability and may be withdrawn or modified without prior notice.
3. **Promotions:** All promotional offers, combo deals, and discounts apply only during the campaign period and cannot be combined with other offers unless stated.
4. **Customer Conduct:** Customers must comply with store policies. Ben's and Krispy Kreme reserve the right to refuse service in cases of misconduct.
5. **Intellectual Property:** All branding, recipes, and promotional materials are the intellectual property of Ben's Bubble Tea and Krispy Kreme. Unauthorized use is prohibited.
6. **Data Privacy:** Customer data collected during the campaign (e.g., via WhatsApp or loyalty programs) will be handled in accordance with applicable privacy laws and used solely for campaign purposes.

Payment Terms

1. **Pricing:** Prices are as displayed at point of sale and include applicable taxes.
2. **Payment Methods:** Accepted payment methods include cash, credit/debit cards, and mobile payments.
3. **Settlement:** For inter-company transactions (e.g., ingredient supply), payments are due within 30 days of invoice unless otherwise agreed.
4. **Late Payments:** Late payments may incur interest charges at the prevailing legal rate.

Cancellation Policy

1. **Refunds:** Refunds for cancellations or product issues will be processed in accordance with consumer protection laws.
2. **Event Cancellations:** Any launch or sampling events may be postponed or canceled due to unforeseen circumstances; participants will be notified promptly.

Legal Disclaimers

1. **Allergy & Health:** Products may contain allergens such as dairy, gluten, and nuts. Customers should consult ingredient lists and notify staff of allergies.
2. **Product Variations:** Due to the handcrafted nature of the drinks, slight variations in taste and appearance may occur.
3. **No Guarantees:** While every effort is made to ensure product quality and availability, Ben's and Krispy Kreme do not guarantee continuous availability or specific results from promotions.
4. **Limitation of Liability:** Neither party shall be liable for indirect or consequential damages arising from the collaboration or product use.

