



EMM

EXPERT MARKETER MAGAZINE

QUARTERLY MAGAZINE 5 - Q1 2014

Liz Nickles - Pastries go Brandzilla

**Peter Fisk -
Are you ready to
change the world in 2014?**

Book reviews on:

Strategy, Consumer behavior, Communication, Branding

TODAY'S READERS ARE TOMORROW'S LEADERS



THE CRONUT™: PASTRIES GO BRANDZILLA

by Liz Nickles author *Brandstorm*



“ People wait in line for up to four hours for a shot at 590 calories of decadence on a plate”

The first pink streaks of dawn over the East River in the New York City sky have not even broken through at 5 A.M., but the line is already forming at the Dominique Ansel Bakery in Soho, birthplace of the Cronut™. People wait in line for up to four hours for a shot at 590 calories of decadence on a plate—make that handheld if you just can’t wait to cram that flaky delicacy directly from the counter into your mouth. The Cronut™ craze has hit, and a new meta pastry-- and global monster Brandzilla-- is crashing into cholesterol counts from Brooklyn to Mumbai.

No, it’s not a donut. And it’s not a croissant. A Cronut™ is a hybrid of the two. It’s the J-Lo of pastries, with its own combo fame-name. Croissant-esque, layered dough cut in a donut shape is fried in grapeseed oil, rolled in sugar,

then flavored with a cream filling and frosted with a glaze. If you have braved the line at the shop, the cost per Cronut™ is \$5. Pre-orders by phone or online must be made 2 weeks ahead and are limited to 6 per person. Those who can’t take the wait can resort to the Cronut™ black market for as much as \$40 apiece

This monster Brandzilla has spawned many progeny/ homages, sometimes called “Fauxnuts.” In fact, you know you’re a Brandzilla when the copycats come out. So far, the Cronut™ clones include: “Doissants,” “Crognets,” “Dough’Ssants,” and “Cro-Nots,” “Doissants,” “Crognets,” “Dough’Ssants,” and “Cro-Nots.”

Can’t get to New York? No problem. The craze has gone global. However, as Ansel has instituted sweeping global trademarks, you’ll have to be satisfied with a sister sweet. The English love their tarts—remember Alice in Wonderland and the Queen of Hearts and her



tarts? So, not surprisingly, in London, they've come up with their own hybrid pastry—the “townie”—a combo of tart and brownie. Then there's the “duffin” (donut crossed with muffin), and the “muffle” (a muffin marries a waffle). How about the “waggle”—waffle meets bagel? The possibilities are endless.

In Seoul, South Korea, Dunkin Donuts has launched the DunDoCronut, and there's the “Donut Croissant” in Manila. Cronuts™ have even spawned a new philanthropic initiative called crolanthropy, defined as “making the world better, one Cronut™ at a time.” (The theme is emblazoned on T-shirts designed to raise funds for hunger abatement.) Beyond the sweet tooth, the Brandzilla pastry trend is fueled by the virtual food porn engine—mouthwatering selfies of Cronuts™ and are saturating social media. Thus, a Brandzilla is born. What does this trend mean? I'm not going to sugar-coat

it: two words come to mind-- Marie Antoinette. In the end, her brand was all about pastry, too. “Let them eat cake” has hung in there for 300 years. Time will tell if we see “Let them eat Cronuts™.”

READ MORE

