



Best New Quick-Service Food & Beverage Concept
Blue Star Donuts – Portland International Airport

Street-side

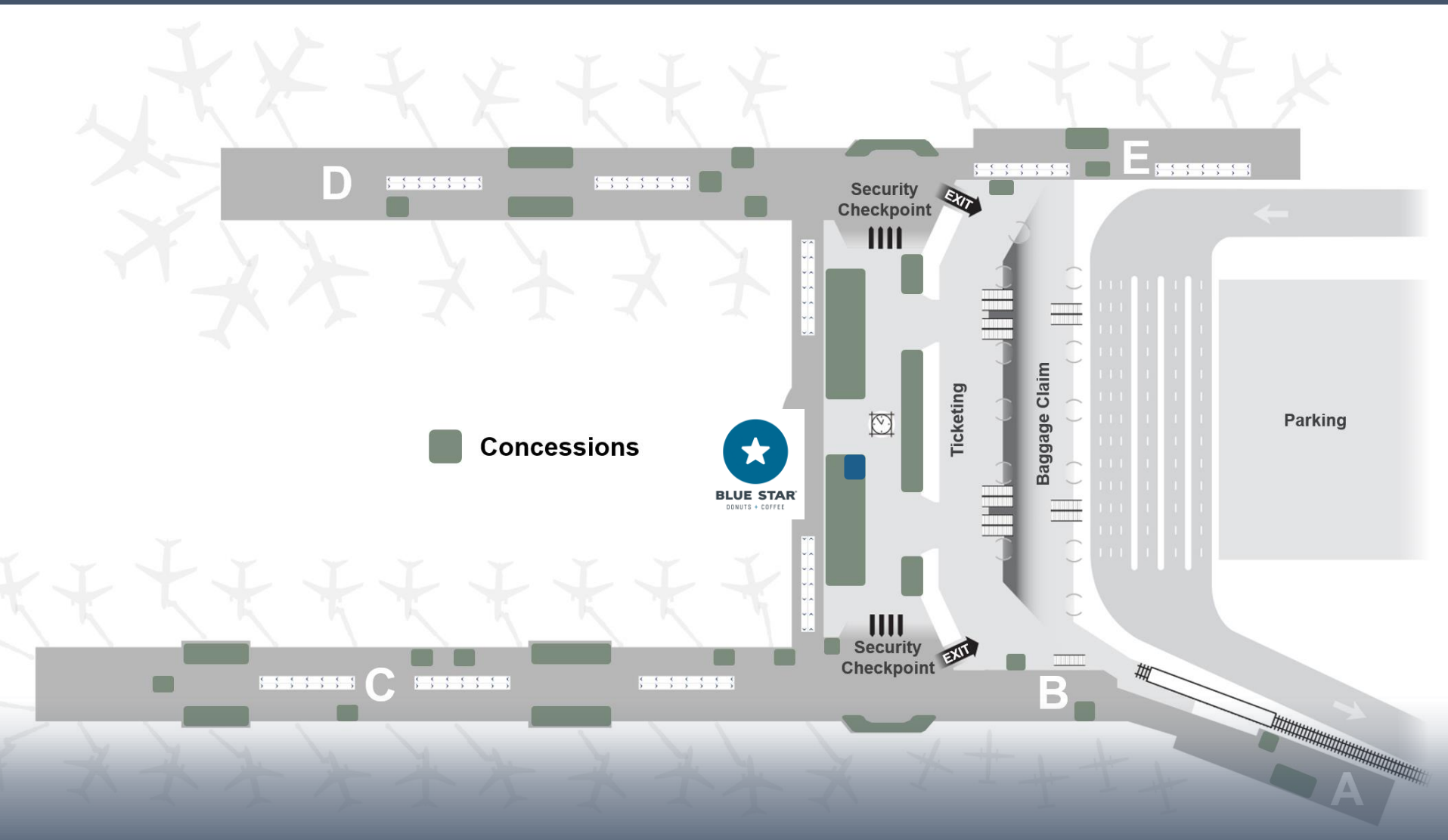
PDX



Street-side



Bringing new life to a former coffee location, Blue Star Donuts installed bright light fixtures, butcher block counters, mitered white wood casework, subway tile, and glass paneling to replicate their famous street-side locations

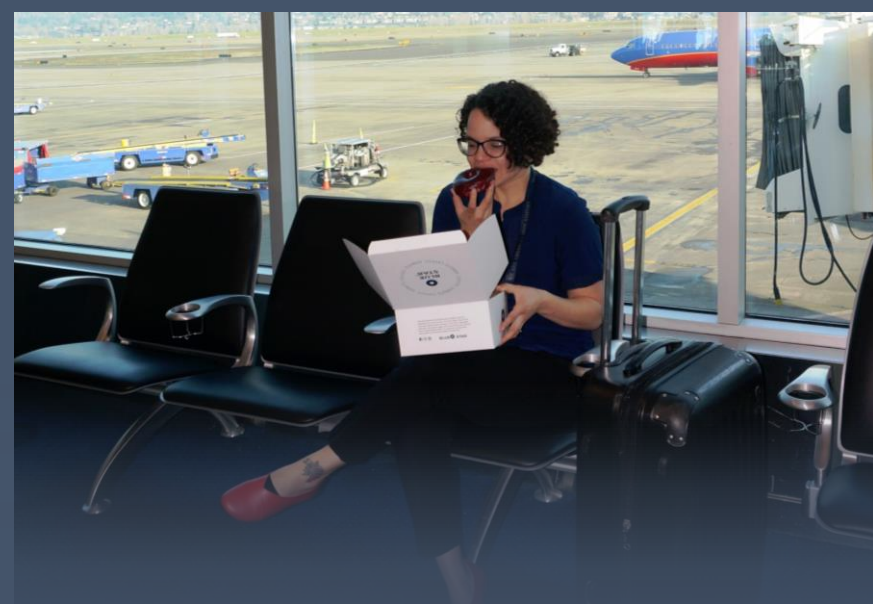


Blue Star is centered in a landmark pre-security location in the airport's Clocktower Plaza, allowing passengers and employees walking by to grab a donut or a dozen with ease



Signature Donuts

Blue Star uses locally sourced ingredients, often partnering with other regional brands, to create their signature brioche donuts in standby flavors such as Blueberry Bourbon Basil and Real Maple Bacon, along with ever-changing seasonal specials like Spicy Cucumber and Smoked Paprika Grapefruit



Blue Star has become its own destination for travelers, who are regularly seen heading through security checkpoints with the original Blue Star Donut box in hand



Eclipse Donuts

Blue Star created special limited edition eclipse donuts, which were a huge hit with PDX travelers during the August 2017 total solar eclipse. The eclipse passed directly over Oregon, more than doubling the standard passenger volume during the time period





Concept/Program
Square Feet:

1014

Annual Gross Sales
for 2017:

\$1,182,700

Annual Sales
Per Square Feet:

\$1,166