



**CITY OF PEEKSKILL**  
**OFFICE OF THE MAYOR**

John G. Testa  
*Mayor*

## **Dunkin Donuts Outlet Opens In Peekskill**

*Drawn by Market's Potential, Operators Say Early Signs are Very Positive.*

Outlet Offers Full Menu of Dunkin Donuts, Baskin Robbins Ice Cream At 422 Washington St. Locale.

### ***For Immediate Release***

**Wednesday, July 21, 2004**

Contact: Mayor John Testa  
914-734-4105

PEEKSKILL, NY— One of America's leading franchises has opened a new outlet in the City of Peekskill. Attracted by the energy of the city's revitalization and its market potential, franchisee Paul Sardinha has built a combination Dunkin Donuts/Baskin Robbins outlet at 422 Washington Street in Peekskill, NY.

"We're very happy to be here and the general sense is our customers are happy that we're here," Sardinha says. While the official ribbon cutting is scheduled for Thursday, July 29, the store has had its doors open for the last two weeks. Initial reactions have been very positive, he says.

"We're very impressed with very little advertising, with just word of mouth, we're already doing really well," Sardinha says.

A 20-year veteran of the franchise industry, Sardinha relocated to the Peekskill area from Massachusetts about a year ago. He was drawn by both the beautiful locale and the business opportunities, he says.

"I'm pleased that Peekskill is drawing attention from national companies," says Peekskill Mayor John Testa. "It's a measure of the increasing strength of our economy and the success of our revitalization program," he says.

As a combination Dunkin Donuts/ Baskin Robbins, the new outlet will offer a full menu of donuts, bagels and coffee along with 24 flavors of ice cream at any one time. Baskin Robbins full menu of 35 flavors will rotate through the shop, Sardinha says.

Despite the fact that there was some controversy over the store's opening, Sardinha says that Peekskill has an excellent business environment. He expressed his gratitude to city officials. Negotiations with local community members and city boards and officials were often intense, but he is satisfied with the results and feels that Peekskill is a great place to be an entrepreneur.

"The people I've met are great people, and they've really helped me," Sardinha says.

Operating hours for the store are 6:00 a.m. to 11:00 p.m., seven days a week. The outlet has created a total of 10 full time and seven part time jobs.

-END-

