

March 14, 2024
Duskin Co., Ltd.

“Donuts Forest” Opens at Renovated MISDO Museum Relive the sweet moments you share with Mister Donut!

Osaka (March 14, 2024) — [Duskin Co., Ltd.](#) is thrilled to announce that, following extensive renovation, the MISDO Museum added a new attraction called “The Donuts Forest.” Located inside the Duskin Museum, the MISDO Museum thematic space reopened its doors to visitors on Saturday, March 16, 2024, at 10 AM.

The renewal marks MISDO Museum’s first major renovation since opening in 2015.



MISDO Museum’s New Attraction: The Donuts Forest

The Duskin Museum is our first corporate museum where visitors can enjoy learning about cleanliness and great food. The museum, which is a display and hands-on venue, has already reached 400,000 visitors in February 2024.

“The Donuts Forest” newly unveiled area was carefully designed to entertain visitors while showcasing Mister Donut’s signature donuts and pies, with a legacy of more than 50 years. Creating an inclusive museum experience that is enjoyable and accessible to all individuals, regardless of any physical limitations, is paramount to us. With this in mind, and in collaboration with the Duskin AINOWA Foundation*, we have integrated the perspectives of people with disabilities and made the space barrier-free.

Come to our freshly renewed MISDO Museum and relive the sweet moments you share with Mister Donut!

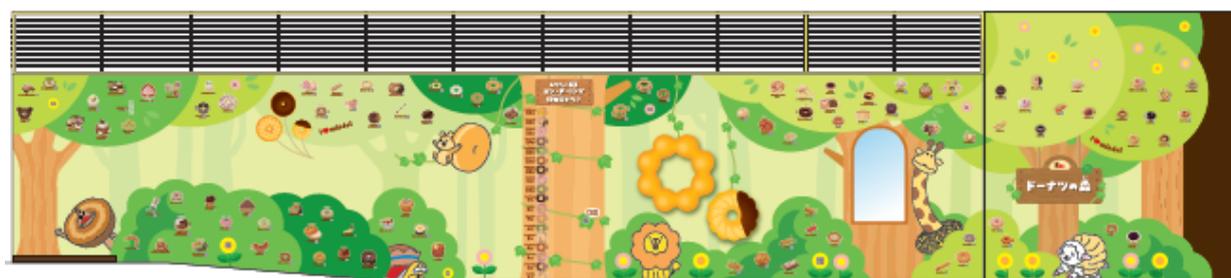
■ **The Donuts Forest timeline**

The concept behind the construction of this new space was to create an inviting environment where visitors can relive the sweet moments they share with Mister Donut. The design idea stemmed from our staff at the Duskin Museum and Mister Donut shops, whose daily interactions with customers provided valuable insights. They found that we did not have enough product (donut) display in the museum to make our visitors relive the sweet moments they shared with Mister Donut. Therefore, they envisioned a wall panel design depicting a forest where fruits resembling donuts abound, which brought back nostalgic memories effortlessly.

■ **About The Donuts Forest**

We created a one-of-a-kind forest, complete with captivating illustrations and models of donuts replacing the typical fruits growing on trees and bushes. The forest is laden with 127 varieties of “ripe” donuts and pies carefully selected from Mister Donut’s extensive catalog of more than 1,800 types offered over the years. A “Pon De Ring Tree” invites guests to measure their height using a variety of Pon De Ring donuts. Also, visitors can journey through time and explore the rich history of our donuts using the 2D barcodes and touch panel monitor available. It is a special place filled with the fond memories of everyone’s savored donuts, offering an immersive experience for visitors of all ages.

Overall view



Item on display

Scanning the 2D barcode activates the product description screen. There are also 2D barcodes leading to special pages where visitors can learn more about Mister Donut’s offerings.

Pon De Ring Tree

Adorned with vibrant illustrations of our various types of Pon De Ring, this tree invites guests to find out just how many “Pon De Ring” tall they are.

MISDO Illustrated

A touch panel monitor where visitors can easily browse through the entire collection of over 1,800 varieties of donuts and pies that Mister Donut has offered to date.

Tree of Beginnings

The tree is decorated with 16 types of nearly full-scale donut models making a great photo spot.

■ **Words from The Donuts Forest developers**

Yuka Matsushita, shop manager of Mister Donut LaLaport EXPOCITY

My colleagues and I, all big fans of Mister Donut, envisioned this spot as a place visitors would recommend to others. We came up with the idea of a forest full of donuts, which turned out exactly as we imagined.

The Donuts Forest looks straight out of a fairy tale. It brings back memories of my childhood visits to the Mister Donut shop with my mom, filling me with nostalgia.

Note: Current workplace and position as of March 14, 2024



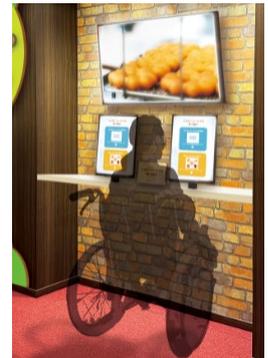
■ **Setting up wheelchair access ramp and monitors**

We are placing a ramp in front of MISDO Kitchen ahead of the enforcement of the Act for Eliminating Discrimination against Persons with Disabilities coming into effect on April 1, 2024.

The ramp will allow visitors in wheelchairs and those who have difficulty climbing stairs to access MISDO Kitchen without assistance.

We benefited greatly from the invaluable advice provided by a graduate of the Duskin AINOWA Foundation's* training in setting up a ramp that was easy to use for wheelchair visitors.

Moreover, his guidance played a pivotal role also in the installation of touch panel monitors in the area under renovation. The angle and size of the search monitor as well as the position of the search keys have been carefully designed to fit not only wheelchair-bound guests, but also small children.



■ **Words from barrier-free advisor**

Mitsutoshi Oyabu, training alumnus of the Duskin Study Abroad Leaders Program for the Disabled

As someone with a disability, I've always wanted to assist others in similar situations who often feel like they are hitting various walls of accessibility. It brings me great joy and fulfillment to have contributed suggestions for the ramp installation and introduction of various barrier-free equipment this time.

Moving forward, I hope to see more inclusive facilities that are accessible and accommodating for everyone.



Mitsutoshi's Profile

Born with spinal muscular atrophy (SMA), faces the challenges of living with this intractable disease, which causes muscle strength to decline as he grows. The 36th-year training alumnus of the Duskin Study Abroad Leaders Program for the Disabled operated by the Duskin AINOWA Foundation*. Currently a staff member at the Japan Center for Independent Living (JCIL).

Note: Current workplace and position as of March 14, 2024

***The Duskin AINOWA Foundation**

Established in 1981, coinciding with the United Nations' International Year of the Disabled Persons, one year after celebrating the 10th anniversary of Mister Donut, the foundation dedicates to facilitating independent living for the disabled and their full participation in society. It operates two major training initiatives: the Duskin

Study Abroad Leaders Program for the Disabled, in which young Japanese people with disabilities aspiring to be community welfare leaders are sent to study abroad, and the Duskin Leadership Training Program in Japan, which invites young people with disabilities from the Asia-Pacific region to Japan to learn about Japanese social welfare. For more information, please visit the official website: <https://www.ainowa.jp/> (available in Japanese only).

■ Overview of the Museum

Name	Duskin Museum
Location	5-32 Yoshino-cho, Suita-shi, Osaka, Japan 564-0054
Total floor area	1,320 m ² (museum floors)
Opening hours	From 10 AM to 4 PM (last admission: 3:30 PM)
Closed	Mondays (the following weekday when Monday falls on a holiday) and the New Year holiday period
Admission fee	Free (Some activities incur a charge)
Access	10-minute walk west from Esaka Station on the Osaka Metro Midosuji Line and Kita-Osaka Kyuko Line There is no customer parking lot.
Official website	https://www.duskin-museum.jp/ (available in Japanese only)

Note: The new area is officially open to the public starting Saturday, March 16.