



KRISPY KREME® Lets Freedom Ring this Fourth of July with Three Patriotic Inspired Doughnuts

June 24, 2019

Doughnut collection available for a limited time beginning Monday, June 24 and special offer for Reward members on July 4

WINSTON-SALEM, N.C. (June 24, 2019) – *Krispy Kreme* is celebrating America with a patriotic doughnut collection and an exciting offer for Reward members, just in time for the Fourth of July.

Krispy Kreme's "Let Freedom Ring" doughnuts are a light and playful take on some of the holiday's patriotic symbols in the form of three delicious ring doughnuts. Available for a limited time beginning Monday, June 24 at participating *Krispy Kreme* shops across the U.S., the collection includes:

- **Freedom Ring Doughnut:** Inspired by the American flag, this doughnut is decorated with red, white, and blue icing and topped with patriotic sprinkles.
- **Sprinkled Ring Doughnut:** This patriotic themed doughnut is *Krispy Kreme's* iconic Original Glazed® doughnut dipped in white icing and topped with red, white, and blue sprinkles.
- **Firework Ring Doughnut:** A delicious interpretation of a Fourth of July staple, this new doughnut is dipped in blue icing and decorated with red and white stripes.

To make July 4th even sweeter, *Krispy Kreme* Reward members will also be eligible for a free dozen of Original Glazed® doughnuts when they purchase any dozen on July 4. If you're not already a member, sign up today at <https://krispykreme.com/account/create-account>

"*Krispy Kreme* doughnuts are a classic American treat and we just upped the America part. If you bring these red, white and blue doughnuts to a celebration, you can expect to be greeted with smiles," said Dave Skena, Chief Marketing Officer for *Krispy Kreme* Doughnut Corporation.

Don't forget to share how you "Let Freedom Ring" with *Krispy Kreme's* patriotic ring doughnuts by using the hashtag #KrispyKreme and tagging @krispykreme.

About Krispy Kreme Doughnut Corporation

Krispy Kreme Doughnut Corporation is a global retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. *Krispy Kreme* Doughnuts is proud of its Fundraising program, which for decades has helped non-profit organizations raise millions of dollars in needed funds. *Krispy Kreme* doughnuts can be found in approximately 12,000 grocery, convenience and mass merchant stores in the U.S. The Company has nearly 1,400 retail shops in 33 countries. Connect with *Krispy Kreme* Doughnuts at www.KrispyKreme.com, or on one of its many social media channels, including www.Facebook.com/KrispyKreme, and www.Twitter.com/KrispyKreme.

Contact

Echo Ho
media@krispykreme.com

###