



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 Kremes "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 Kremes* 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 Kremes* 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.

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