



Let's Party! KRISPY KREME® Celebrates Birthday with Special Release Original Filled Birthday Batter Doughnut and \$1 Original Glazed Dozens with Purchase of Any Dozen on Friday, July 19

July 11, 2019

One-day-only dozen deal July 19 caps week-long availability of new Birthday Batter Doughnut at participating shops

WINSTON-SALEM, N.C. (July 11, 2019) – It's our birthday, but it's *your* party! This year *Krispy Kreme* is celebrating with the introduction of a new limited-time birthday doughnut available beginning July 15 and an epic offer July 19 to fulfill fans' doughnut cravings.

Krispy Kreme's newest Original Filled variety – the Original Filled Birthday Batter Doughnut – is festively filled with delicious birthday cake batter, dipped in strawberry icing and topped with party sprinkles. It will be available for one week only beginning Monday, July 15, as part of *Krispy Kreme's* 82nd birthday.

On Friday, July 19, the birthday celebration gets even sweeter when fans can purchase one dozen Original Glazed® Doughnuts for just \$1 with the purchase of any dozen at participating shops across the U.S.

"*Krispy Kreme* fans love to celebrate our birthday. They really make it their party, which is good with us. We're continuing our birthday tradition of the \$1 dozen deal, which is great. But this year for the first time we are filling an Original Glazed doughnut with birthday cake batter ... and that's even better," said Dave Skena, Chief Marketing Officer for *Krispy Kreme*.

Krispy Kreme introduced its new Original Filled Doughnut last month as a fresh interpretation of the brand's iconic Original Glazed doughnut, initially offered with a choice of Classic Kreme and Chocolate Kreme fillings.

Don't forget to share how you're celebrating *Krispy Kreme's* birthday with your Original Filled Birthday Batter Doughnut and extra dozen Original Glazed doughnuts by using #KrispyKremeBirthday 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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