



'Thank Goodness It's Chocolate!' KRISPY KREME® Celebrates One Year of TGIC with \$2 Chocolate Glazed Dozen with Purchase of Any Dozen on Friday, Aug. 2

July 30, 2019

Chocolate Glazed Doughnuts on a Friday have become a fan favorite.

WINSTON-SALEM, N.C. (July 30, 2019) – *Krispy Kreme* will celebrate one year of transforming their iconic glaze waterfall to chocolate one Friday each month with a \$2 Chocolate Glazed dozen with any dozen purchase on Aug. 2 in a deal that's as delicious as the doughnuts themselves.

Doughnut and chocolate fans can purchase one dozen Chocolate Glazed Doughnuts, featuring *Krispy Kreme's* classic Original Glazed® Doughnut smothered in rich chocolate glaze, for just \$2 with the purchase of any dozen doughnuts Friday, Aug. 2 at participating shops across North America.

Krispy Kreme introduced Chocolate Glazed Doughnuts during 2017's total solar eclipse, transforming their iconic Original Glazed® Doughnut with a mouth watering chocolate glaze for the first time ever. *Krispy Kreme* brought back Chocolate Glazed Doughnuts in July 2018, glazing the globe in chocolate on World Chocolate Day. Ever since, the brand has offered the popular doughnuts on one Friday every month.

"In Chocolate Glaze, as in life, things can get messy. But man, is it worth it!" said Dave Skena, Chief Marketing Officer for *Krispy Kreme* Doughnut Corporation.

To find a participating *Krispy Kreme* shop, visit <https://www.krispykreme.com/promos/chocolateglaze>. Share how you're celebrating one year of TGIC by using #TGIC 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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