



## KRISPY KREME® and Reese's Combine their Newest Innovations to Give Fans More of What They Love: New Reese's Lovers Original Filled Doughnuts

August 5, 2019

*Two new doughnuts created for chocolate lovers and peanut butter lovers alike, available for a limited time beginning Monday, Aug. 5*

**WINSTON-SALEM, N.C. (August 5, 2019)** – Peanut butter lovers, chocolate lovers, doughnut lovers: you're ALL gonna love this! *Krispy Kreme* and *Reese's* Peanut Butter Cups are combining two of their biggest innovations of 2019 to give you "more (and more and more)" of what you love in the form of *Krispy Kreme's* new *Reese's* Lovers Original Filled Doughnuts.

Available at *Krispy Kreme* shops for a limited time beginning Monday, Aug. 5, the *Reese's* Original Filled Peanut Butter Lovers Doughnut has MORE peanut butter with chocolate, and the *Reese's* Original Filled Chocolate Lovers Doughnut has MORE chocolate with peanut butter.

Earlier this year, *Krispy Kreme* created a new way to give doughnut fans more flavors in one bite by filling its iconic Original Glazed® Doughnut for the first time, while *Reese's* introduced its limited time *Reese's* Lovers Cups to enable fans to make more room for what they love – chocolate or peanut butter. Now, *Krispy Kreme* and *Reese's* have reunited for an innovation mashup that treats fans to more of what they love: more peanut butter, more chocolate and more doughnuts.

"Our latest co-creation with *Reese's* is our best yet! If the technology exists to fill a *Krispy Kreme* doughnut with *Reese's* Peanut Butter Kreme™ and Chocolate Kreme™, then how could we not offer that to America? Well it does. So we are. And it's amazing," said Dave Skena, Chief Marketing Officer for *Krispy Kreme* Doughnut Corporation.

While the new doughnuts are offered by the dozen or individually, *Krispy Kreme* has also produced a limited-run of a custom two-pack box inspired by the iconic *Reese's* two cup pack, enabling fans to purchase two *Reese's* Peanut Butter Lovers doughnuts, two *Reese's* Chocolate Lovers doughnuts, or one of each.

**The *Reese's* Original Filled Chocolate Lovers Doughnut** is a chocolate Original Glazed® doughnut filled with *Reese's* Peanut Butter Kreme™, dipped in chocolate fudge icing and decorated with a *Reese's* peanut butter icing drizzle.

**The *Reese's* Original Filled Peanut Butter Lovers Doughnut** is a chocolate Original Glazed® doughnut filled with Chocolate Peanut Butter Kreme™, dipped in *Reese's* peanut butter icing and decorated with a chocolate icing drizzle.

Don't forget to share more of your love for *Krispy Kreme's* *Reese's* Lovers Original Filled Doughnuts by using #KrispyKreme and tagging @krispykreme and @reeses.

### 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](http://www.KrispyKreme.com), or on one of its many social media channels, including [www.Facebook.com/KrispyKreme](http://www.Facebook.com/KrispyKreme), and [www.Twitter.com/KrispyKreme](http://www.Twitter.com/KrispyKreme).

### Contact

Chelsea Michael  
[chelsea.michael@fleishman.com](mailto:chelsea.michael@fleishman.com)

###