



## Have Your Coffee & Eat It Too! KRISPY KREME® Debuts the Latest Innovation in Coffee with Limited Release Original Filled Coffee Kreme Doughnut for National Coffee Day

September 19, 2019

*The new Original Filled doughnut will fuel the week leading up to Krispy Kreme's one-day-only free doughnut and coffee offer at participating shops Sunday, Sept. 29*

**WINSTON-SALEM, N.C. (Sept. 19, 2019)** – This National Coffee Day, the newest innovation in the “beverage” category will be brewed in doughnut form. Americans can have their coffee *and* eat it too, with Krispy Kreme's new Original Filled Coffee Kreme Doughnut, an iconic Original Glazed® doughnut with Coffee Kreme filling, available for one week beginning Monday, Sept. 23 at participating *Krispy Kreme* shops across the U.S.

The new doughnut will satisfy fans' coffee cravings through National Coffee Day, when *Krispy Kreme* sweetens the deal with an even bigger perk: on Sunday, Sept. 29, guests can enjoy one free Original Glazed doughnut AND one free small brewed coffee, no purchase necessary. This “hot” deal will bring together coffee and doughnuts for the most irresistible offer on the market, because *Krispy Kreme* believes National Coffee Day is incomplete without doughnuts.

“We not only have the best doughnuts, we have the best coffee,” said Dave Skena, Chief Marketing Officer for Krispy Kreme Doughnut Corporation. “And in celebration of National Coffee Day you can get a free coffee and a free doughnut at *Krispy Kreme*, because you know what else we have...the best customers.”

Krispy Kreme has been named America's top coffee shop by consumers for two years running, according to Harris Poll's annual EquiTrend survey. The National Coffee Day promotion combines two of the shop's most iconic attributes – coffee and Original Glazed doughnuts – into one original sweet treat and offer.

Don't forget to share how you're celebrating National Coffee Day with your Original Filled Coffee Doughnut and free Original Glazed and coffee by using #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](http://www.KrispyKreme.com), or on one of its many social media channels, including [www.Facebook.com/KrispyKreme](https://www.Facebook.com/KrispyKreme), and [www.Twitter.com/KrispyKreme](https://www.Twitter.com/KrispyKreme).

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