



Keep an Eye Out: KRISPY KREME's new 'Monster Batch' Doughnuts Creating Delicious Halloween Mayhem Now through Oct. 31

October 7, 2019

Customers in costume at shops will collect FREE doughnut "reward" on Halloween

WINSTON-SALEM, N.C. (Oct. 7, 2019) – *Krispy Kreme's* new Monster Batch Doughnuts have snuck out of *Krispy Kreme* shops across the country and have their eye on sweetening Halloween experiences throughout the month.

The Monster Batch – a new collection of deliciously mischievous treats – was first spotted leaving *Krispy Kreme* shops Oct. 7. "Authorities" say the doughnuts will be making appearances at Halloween parties and gatherings by the dozens leading up to and on Halloween, Oct. 31. Offices, schools and homes are believed to be the Monster Batch's main destinations.

Krispy Kreme has released descriptions of the most wanted Monster Batch:

- **Slimon, the Slime Monster Doughnut:** The *original filled ring* leader of the Monster Batch and known for covering everything in his path with green slime, Slimon is an Original Glazed® doughnut with lemon slime filling, dipped in spooky green icing with a green Kreme dollop and covered in "slime."
- **Mumford, the Mummy Monster Doughnut:** Last seen wrapping dozens boxes and coffee cups all around the shops, Mumford is an Original Glazed® doughnut "wrapped" in purple icing.
- **Hypno-Henry, the Cake Batter Monster:** A doughnut filled with cake batter, dipped in yellow icing and orange sanding sugar with a mesmerizing icing swirl, Hypno-Henry hypnotizes fans into wanting more doughnuts. Please note: people may be unable to resist his crave-worthiness.

"Slimon and his cycloptic friends are looking to slime and sweeten Halloween parties throughout October," said Dave Skena, Chief Marketing Officer for Krispy Kreme Doughnut Corporation. "We are asking everyone to keep an eye out for these mischievous monsters ... and then eat them. Because they are scary good."

With the Monster Batch unleashed around the country, *Krispy Kreme* is offering guests a FREE doughnut of choice when they wear a costume on Halloween, Thursday, Oct. 31 at participating U.S. shops.

And anyone who spots the Monster Batch can show how they're celebrating Halloween 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, 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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