



KRISPY KREME® Newest Doughnut Creation Makes Preparing and Enjoying Thanksgiving Desserts ‘Easy as Pie’

November 4, 2019

Three new pie-inspired doughnuts take the stress out of prep, available now through Thanksgiving at participating shops

WINSTON-SALEM, N.C. (Nov. 4, 2019) – This Thanksgiving season, *Krispy Kreme* is giving fans all the ingredients to enjoy their “dessert table” favorites – no baking required!

Krispy Kreme’s new “Easy as Pie” Doughnut Collection – Dutch Apple Pie, Chocolate Kreme Pie and Cherry Pie – take unnecessary stress out of holiday prep and are available now through Thanksgiving Day, Thursday, Nov. 28, at participating *Krispy Kreme* shops across the U.S.

The new collection “doughnutizes” some of America’s favorite pie varieties for those who can’t wait for Thanksgiving and adds the perfect sweet addition for any friend or office gathering ... especially your Thanksgiving Day dessert table:

- **Dutch Apple Pie:** A fresh take on a fall favorite, this doughnut is bursting with apple pie filling, dipped in caramel icing, topped in streusel topping and hand decorated with an icing lattice.
- **Chocolate Kreme Pie:** Chocolate pie lovers will rejoice in this doughnut filled with silky chocolate Kreme, dipped in chocolate icing, topped with a dollop of Kreme and finished with mini-chocolate chips.
- **Cherry Pie:** This brightly colored doughnut is topped with short bread crumbles and a cherry filling; hand-decorated with an icing lattice, making it look and taste as sweet as cherry pie.

While turkey tends to get all the talk, Americans consume more pies than turkeys each Thanksgiving. So, why only have them one day a year?

“There’s nothing easy about making pie, but doughnutized pies are a different story. We’ve taken some of your favorites and transformed them into delicious doughnuts. Buy. Share. Eat. Easy as pie.” said Dave Skena, Chief Marketing Officer for Krispy Kreme Doughnut Corporation.

On Saturday, Nov. 23, guests also can get two dozen doughnuts for just \$13 while supplies last at participating shops. Customers can redeem the offer on two Original Glazed® dozens or one Original Glazed dozen and one assorted dozen, using a barcode available at www.krispykreme.com/offers/friendsgiving. Limit two redemptions at special price per customer.

Don’t forget to share how Krispy Kreme’s new Thanksgiving season doughnuts are satisfying your holiday cravings and making your dessert prep “easy as pie” by using #EasyAsPie 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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