



BREAKING NEWS: KRISPY KREME® Confirms Gingerbread Doughnuts Are Santa’s New Sweet Treat of Choice

December 16, 2019

Krispy Kreme Debuts NEW Gingerbread Glazed Original Filled with Cheesecake and Brings Back Gingerbread Glazed Doughnut to Help Santa Save the Gingerbread People of America

WINSTON-SALEM, N.C. (Dec. 16, 2019) – Guarantee a spot on the nice list this year by joining Santa in choosing gingerbread doughnuts, not cookies, to get your gingerbread holiday fix.

Each December, gingerbread cravings soar as consumers search for the iconic seasonal flavor to put them in the cozy holiday spirit. *Krispy Kreme* is making it even easier to help save the Gingerbread People of America with the all new Gingerbread Glazed Original Filled with Cheesecake and return of its delicious Gingerbread Glazed Doughnut, available Dec. 16 through 24 at participating shops across the U.S.

“Many of us made it through the last holiday season fully intact, but we lost too many good Gingerbread people to cookie consumption,” a Gingerbread People of America spokesperson said. “To save ourselves, we ventured north ... far north ... to recruit the king of cookie connoisseurs, Santa Claus, to sign a proclamation giving up gingerbread cookies and switching to Krispy Kreme doughnuts.”

Santa’s proclamation reads in part: “Gingerbread cookies continue to be a commonplace exchange upon gift delivery and the Gingerbread People of America are run-run-running as fast as they can for their lives. Moreover, fresh, glazed doughnuts are just so much more delicious. Therefore, I Santa (Nicholas) Claus of the North Pole do hereby proclaim 2019 as the year I shall no longer consume gingerbread cookies and instead enjoy Gingerbread Glazed doughnuts.”

The Gingerbread Glazed Doughnut is perfectly spiced gingerbread dough with hints of cinnamon, covered in a warm gingerbread molasses glaze. The NEW Gingerbread Glazed Original Filled doughnut is the same perfectly spiced gingerbread doughnut filled with a delicious cheesecake Kreme.

“We want Santa to be happy. We want Gingerbread people to be happy. So, we’re doubling our efforts to help save gingerbread people by offering two delicious gingerbread doughnuts,” said Dave Skena, Chief Marketing Officer for *Krispy Kreme*.

To find a participating shop where you can catch some Gingerbread Glazed Doughnuts, visit www.krispykreme.com/promos/gingerbread. Join in the Gingerbread Glazed fun on social media by following @KrispyKreme on Facebook, Twitter and Instagram, and using #SavetheGingerbreadPeople and #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 [or on one of its many social media channels, including www.Facebook.com/KrispyKreme](#), and www.Twitter.com/KrispyKreme.

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