



KRISPY KREME® Creates Tastiest Gifts of the Season: North Pole-inspired Doughnuts and a Chocolate Glazed Wonderland

December 2, 2019

Three doughnuts inspired by the 'Magic of the North Pole' kick off month-long holiday festivities, including a chocolate takeover in shops Dec. 6 through 8

WINSTON-SALEM, N.C. (Dec. 2, 2019) – This holiday season, *Krispy Kreme's* doughnut innovators went straight to the source of holiday magic – the North Pole – to “workshop” a tasty lineup.

Now through Dec. 24 at participating shops across the U.S., *Krispy Kreme's* new Holiday doughnuts feature a trio of North Pole-inspired treats: the new Original Glazed® “**Reindeer Doughnut**,” dipped in chocolate icing and adorned with pretzel antlers and a red nose almost too cute to eat; the fan-favorite “**Santa Belly Doughnut**” – a Chocolate Kreme™ filled doughnut inspired by the big guy himself; and the truly special “**Present Doughnut**” – a festively decorated Original Glazed Doughnut, filled with Original Kreme™.

Krispy Kreme will also make every chocolate lover’s dream a reality by transforming the first weekend in December into a magical three-day event with a NEW Chocolate Glazed Wonderland collection, available Dec. 6 through 8 at participating shops. The four special-edition chocolate varieties include:

- **Chocolate Glazed Doughnut:** The sought-after Original Glazed® Doughnut covered in rich chocolate glaze.
- **Chocolate Glazed Original Filled, Original Kreme:** Inspired by the snow-covered North Pole, this Chocolate Glazed Doughnut is filled with Original Kreme™ and dusted with powdered sugar.
- **Chocolate Glazed Original Filled, Cake Batter:** A *Krispy Kreme* first, the Chocolate Glazed Doughnut is filled with chocolate cake batter, dipped in chocolate icing and topped with bright confetti sprinkles.
- **Chocolate Glazed Original Filled, Double Chocolate:** This decadent delight features a Chocolate Glazed Doughnut filled with Chocolate Kreme™, decorated with festive holiday icing.

“The North Pole is the perfect inspiration for *Krispy Kreme* to bring wonder, fun and deliciousness to our fans during the holidays,” said Dave Skena, Chief Marketing Officer for Krispy Kreme Doughnut Corporation. “We hope we can be one of the ways you spread joy to others this season. And stay tuned, we’ve got a little more North Pole magic coming later this month.”

Spread some cheer and show how your holidays are magical by using #KrispyKreme and tagging @krispykreme. Experience even more magic from *Krispy Kreme's* seasonal offerings by visiting www.krispykreme.com/promos/magic-of-the-north-pole and www.krispykreme.com/promos/chocolate-glazed-wonderland.

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, and www.Twitter.com/KrispyKreme.

Contact

Chelsea Michael
chelsea.michael@fleishman.com

###