



KRISPY KREME® Doughnut Fans, the Countdown to the ‘Day of the Dozens’ is on! \$1 Dozens of Original Glazed® Doughnuts are Coming

December 9, 2019

On 12/12, fans will be offered a dozen Original Glazed Doughnuts for just \$1 with the purchase of any dozen at regular price

WINSTON-SALEM, N.C. (Dec. 9, 2019) – *Krispy Kreme* is doubling down on the magic of the season by offering guests two times as many ways to spread holiday cheer. This Thursday, 12/12, *Krispy Kreme* will celebrate the return of its annual “Day of the Dozens,” offering fans one dozen iconic Original Glazed Doughnuts for just \$1 with the purchase of any dozen.

A highly anticipated occasion during the most wonderful time of the year, “Day of the Dozens” is an ode to delicious doughnuts by the dozen, and all the ways fans can share them. *Krispy Kreme* fans can buy any dozen they want – including the new North Pole-inspired holiday doughnuts: the Original Glazed “Reindeer Doughnut, the “Santa Belly Doughnut” and the “Present Doughnut” – in order to unlock a \$1 Original Glazed dozen.

“On 12/12 buy 12 doughnuts and get 12 more for just \$1. That’s a pretty sweet deal. Come in and enjoy!” said Dave Skena, Chief Marketing Officer for Krispy Kreme Doughnuts

Our Day of the Dozens offer is limited to two per customer at participating shops across the U.S. Show us how you’re celebrating “Day of the Dozens” by using #DayofDozens and tagging @krispykreme on social. Learn more about *Krispy Kreme*’s “Day of the Dozens” offer by visiting www.krispykreme.com/offers/dayofthedozens.

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.

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