



## KRISPY KREME® Goes Mini for its first Big Innovation of 2020 with NEW Mini Doughnuts

January 6, 2020

*Brand rallies America Not to Quit on New Year's resolutions, but 'Cheat Sweet' with new 'mini' versions of its popular doughnuts, beginning Jan. 6*

**WINSTON-SALEM, N.C. (Jan. 6, 2020)** – *Krispy Kreme's* Mini Doughnuts are the brand's latest permanent menu item, launching nationally Monday, Jan. 6 – just in time to help fans keep their New Year's resolutions. Many diet plans include a "cheat day" and the new Original Glazed Mini doughnuts are the perfect treat at less than 100 calories each!

The new doughnuts are mini versions of *Krispy Kreme's* four most popular doughnuts: Original Glazed®, Chocolate Iced Glazed, Chocolate Iced with Sprinkles, and Strawberry Iced with Sprinkles. These delicious petite treats will not only satisfy fans' cravings, but can help them stay on track.

"Too many people bail on their New Year's resolutions before they are even halfway through January. That's no good. Sometimes a mini-indulgence, or cheat, is all you need to help you stick with it. So, we miniaturized our most popular doughnuts. A little *Krispy Kreme* goes a long way," said Dave Skena, Chief Marketing Officer for *Krispy Kreme*.

To help fuel the cheat and reward fans for sticking with their New Year's resolutions, *Krispy Kreme* will host "Mini Mondays" – a mini "happy hour" from 4 to 7 p.m. each Monday in January when fans can visit participating *Krispy Kreme* shops and "cheat sweet" with a FREE Mini doughnut of their choice. Visit [www.krispykreme.com/promos/minis](http://www.krispykreme.com/promos/minis) today to find a participating shop near you.

These new doughnuts will be a permanent fixture at participating shops, joining *Krispy Kreme's* other recent sweet expansions such as Original Filled Doughnuts, offering more ways to enjoy *Krispy Kreme* year-round.

Share how *Krispy Kreme* Minis are helping you "cheat sweet" and stay on track with your New Year's resolutions 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](http://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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