



KRISPY KREME® Makes it Easy to Say How You Feel This Valentine's Day with Conversation Heart Doughnuts

January 27, 2020

Doughnut Messages are the new DM: 24 heart-shaped doughnuts available through Valentine's Day literally help put the right words into your mouth

WINSTON-SALEM, N.C. (Jan. 27, 2020) – *Krispy Kreme* is making it easy to express “ALL THE FEELS” about all relationships this Valentine's Day with the return of Conversation Heart Doughnuts, available now through Feb. 14 at participating shops across the U.S.

Finding the words to tell your friends and loved ones you're their “#1 FAN” can be hard. In fact, a new national survey conducted in January found that 84% of adults struggle to articulate their feelings for their friends, family and co-workers.

Believe it or not, one of today's most popular forms of communication is not immune to the challenge: of the 1,004 adults surveyed, 72% stated they've sent a Direct Message that communicated the wrong thing. Talk about the opposite of “DREAMY!” Meanwhile, 62% agreed that giving a doughnut would be a great way for someone to show they care, making it a no brainer to “SAY YES” to saying how you feel this Valentine's Day with doughnuts, not DMs.

“With all the online tools today, we talk so much, yet say so little. There's so much room for mixed signals and misinterpretation, especially around Valentine's Day – the one day you definitely don't want to mess it up,” said Dave Skena, Chief Marketing Officer for *Krispy Kreme*. “Getting offline and saying how you feel with delicious Doughnut Messages makes perfect sense.”

Each of *Krispy Kreme's* heart-shaped doughnuts are topped with one of 24 sweet edible messages, including “CRAZY 4 U,” “ILYSM” and “BE MINE,” so when words fail, fans can say it with doughnuts. The collection features four *Krispy Kreme* classic fillings – Cake Batter, Strawberries & KREME™, Original KREME™ and Chocolate KREME™ Filled. The specialty Valentine's Dozen comes with a limited-edition gift box, while supplies last. Visit www.krispykreme.com/promos/valentines to find a participating shop near you.

Krispy Kreme is also making the social inbox a sweeter place. Now through Valentine's Day, *Krispy Kreme* will help you respond to those awkward or just plain confusing DM experiences with the perfect Doughnut Message. Reach out on Twitter using #ValentinesDM 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, and www.Twitter.com/KrispyKreme.

About the Survey:

The survey was conducted by TRUE Global Intelligence, the in-house research practice of FleishmanHillard, on behalf of Krispy Kreme Doughnuts. The survey included 1,004 adults from the 50 states and the District of Columbia and was conducted from Jan. 10-12, 2020 via Engine Group. Respondents for this survey were selected from those who have volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the U.S. adult population. At the time of the survey, participants had to have been at least 18 years of age or older.

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