



Crispety, Crunchety, Peanut Buttery... Doughnuts?! Krispy Kreme® Collaborates with Butterfinger® in Collision of ‘Krispety’ Cravings with Two New Doughnuts

February 20, 2020

Kreme meets crunch for the first time ever in Krispy Kreme’s two new Butterfinger® doughnuts, available for a limited time beginning Feb. 20

WINSTON-SALEM, N.C. (Feb. 20, 2020) – *Krispy Kreme* is collaborating with Butterfinger® for the first time ever to bring fans an unforgettably devourable, krispety combination of the airy Original Glazed® doughnut and chocolatey crunch of Butterfinger®. Introducing *Krispy Kreme’s* new Butterfinger® Original Filled Doughnut and Butterfinger® Fudge Cake Doughnut, available for a limited time at participating shops across the U.S., beginning today.

Krispy Kreme’s Butterfinger® doughnuts deliver a true collision of “Krispety” cravings for fans of both brands:

- **The Butterfinger® Original Filled Doughnut** is an Original Glazed® doughnut filled with Peanut Butter Chocolate Kreme™, dipped in Butterfinger® icing and topped with Butterfinger® pieces and a chocolate drizzle.
- **The Butterfinger® Fudge Cake Doughnut** features a rich chocolate cake doughnut dipped in chocolate icing, topped with a Peanut Butter Chocolate Kreme™ and Butterfinger® pieces.

“We’ve done it. We’ve achieved our goal of putting krispety, crunchety, glazey, chocolatey and peanut buttery all in a doughnut,” said Dave Skena, Chief Marketing Officer for *Krispy Kreme*. “Fans of both brands are going to love the chocolatey crunchiness of Butterfinger® matched with the airy sweetness of *Krispy Kreme*.”

Doughnuts this incredibly original and delicious demand an equally original way of enjoying them: the Krispety Cravings experience. Whether you’re a “Perfect-Bite Purist,” or you “Dare to Share,” show us how you devour *Krispy Kreme* Butterfinger® doughnuts while tagging #KrispetyCravings and @krispykreme on social media. For more information, visit www.krispykreme.com/promos/butterfinger.

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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