



## KRISPY KREME® Introducing New Spring Mini Doughnuts to Bring a ‘Little’ Spring ... Home and Brighten Fans’ Day!

March 31, 2020

*First-ever seasonal Mini doughnut collection available beginning March 31*

**WINSTON-SALEM, N.C. (March 31, 2020)** – *Krispy Kreme* is hoping to sweeten springtime and brighten fans days at home with a few new sweet treats. We know Spring may feel different this year, but we also believe little things can make a big difference.

Introducing **Spring Minis**, *Krispy Kreme’s* first ever seasonal, limited-time collection of Mini doughnuts, available starting Tuesday, March 31, at participating shops across the U.S. Fans can pick up the snackable, loveable collection or have *Krispy Kreme* “hop” over and deliver them by ordering online through *Krispy Kreme’s* website or app.

Available in 16-count boxes, these limited-edition minis are almost too cute to eat and include three spring-inspired doughnuts alongside the classic chocolate iced with sprinkles and Original Glazed®, making them the perfect little bright spot for days at home:

- **Spring Chick Mini Doughnut** is a Mini Original Glazed® doughnut, dipped in yellow icing and decorated with orange and chocolate icing to resemble a spring chick.
- **Bunny Bum Mini Doughnut** is a Mini Original Glazed® doughnut, dipped in green icing, topped with green sprinkles, a dollop of Original Kreme and two bunny feet sugar pieces.
- **Flower Mini Doughnut** is a Mini Original Glazed® doughnut dipped in strawberry icing and purple sugar, then hand decorated as a flower.

Share how you’re bringing home a little Spring and enjoying *Krispy Kreme* Spring Minis by using #KrispyKreme and tagging @krispykreme. For more information and to order Spring Minis online for pickup or delivery, please visit [www.krispykreme.com/promos/springminis](http://www.krispykreme.com/promos/springminis).

### **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](http://www.Facebook.com/KrispyKreme), and [www.Twitter.com/KrispyKreme](http://www.Twitter.com/KrispyKreme).

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