



## KRISPY KREME® Announces First-Ever National Doughnut Week with 5 Free Doughnut Days to Choose From

May 26, 2020

*Krispy Kreme extends National Doughnut Day to National Doughnut Week, offering fans any doughnut of choice for FREE, no purchase necessary, June 1 through June 5*

**WINSTON-SALEM, N.C. (May 26, 2020)** – When a month feels like a year, why can't a day become a week? To bring joy to Americans during what has become one long Blursday, *Krispy Kreme* will turn National Doughnut Day into National Doughnut Week, offering fans five days to enjoy a FREE doughnut of their choice – no purchase necessary – June 1-5.

"National Doughnut Day is one of our favorite holidays to celebrate, but with days starting to blur together, we want to make sure it's easier than ever for fans to participate," said Dave Skena, Chief Marketing Officer for *Krispy Kreme*. "That's why, this year, we're extending our beloved free doughnut tradition from one day to five days with the very first National Doughnut Week."

During National Doughnut Week, guests can visit participating U.S. *Krispy Kreme* shops and drive-thrus for one free doughnut of their choice. This year, not only can fans pick their doughnut, but they can pick their day, too! Guests can choose from any of *Krispy Kreme's* fresh-made doughnut varieties while supplies last, including the iconic Original Glazed® Doughnut, Chocolate Iced with Sprinkles Doughnut and *Krispy Kreme's* Original Filled® Doughnut varieties.

Share how you're celebrating National Doughnut Day all week long with your favorite *Krispy Kreme* doughnut by using #NationalDoughnutWeek and tagging @krispykreme on social. For more information regarding the week-long offer, please visit [www.krispykreme.com/promos/nationaldoughnutweek](http://www.krispykreme.com/promos/nationaldoughnutweek).

### 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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