



KRISPY KREME® Introduces All-New Indoughpendence Day Doughnuts

June 25, 2020

Four star-spangled themed doughnuts and limited-edition Patriotic Dozens Box available starting Thursday, June 25

WINSTON-SALEM, N.C. (June 25, 2020) – Fresh, delicious and the pursuit of happiness! This Fourth of July holiday, *Krispy Kreme* is celebrating America's "indoughpendence" by appealing to the supreme tastes of the nation with all-new patriotic doughnuts.

Krispy Kreme is encouraging all doughnut fans to celebrate America's land of the filled and home of the glazed sweetness with its new Indoughpendence Day Doughnuts, available beginning today, June 25, for a limited time at participating shops across the U.S.

The collection features four star-spangled treats, which are also available in a limited-edition Patriotic Dozens Box – the perfect addition to any Fourth of July celebration, while supplies last.

Taste buds will be bursting in air with these new flavors:

- **Patriotic Sprinkles Doughnut** is a festive Original Glazed® doughnut, dipped in white icing and topped with red, white and blue sprinkles.
- **Strawberry Sparkler Doughnut** is an Original Filled Strawberries and Kreme filling, dipped in red icing and topped with star sprinkles.
- **Original Filled Freedom Ring Doughnut** is an Original Filled Original Kreme with flag decoration and star sprinkles.
- **Firework Doughnut** is an Original Glazed doughnut, dipped in blue icing, hand decorated with red and white icing and topped with blue raspberry flavored popping candy.

"July 4th will be different this year, but delicious, red, white and blue doughnuts in patriotic packaging are sure to help make it a happy holiday for you and your whole family," said Dave Skena, Chief Marketing Officer of *Krispy Kreme*.

Share how you're celebrating America's indoughpendence with *Krispy Kreme* and taking part in your own celebrations using #KrispyKreme and tagging @krispykreme. For more information about the new *Krispy Kreme* Indoughpendence Day Doughnuts, please visit www.krispykreme.com/promos/july4th.

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.

Contact

Tricia Moore

Tricia.Moore@fleishman.com

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