



## KRISPY KREME® is Bringing Back the Last Three Years of Reese's Doughnuts for a Limited Time and One Will Remain Forever'

July 22, 2020

*Starting July 24, fans can enjoy any of their three favorite Reese's doughnuts at Krispy Kreme and share their greatest reviews to help determine the 'Greataste Reese's Doughnut of All Time'*

**WINSTON-SALEM, N.C. (July 22, 2020)** – *Krispy Kreme* is bringing back three of the greatest *Reese's* doughnuts for a limited time, but only one will earn a permanent spot on *Krispy Kreme's* menu. Beginning July 24 at participating shops across the U.S., fans can declare which *Reese's* doughnut is their favorite by sharing their greatest, most creative doughnut reviews on social media, helping *Krispy Kreme* decide once and for all ... which is the "Greataste *Reese's* Doughnut of All Time."

This all-star lineup of "Greataste *Reese's* Doughnut of All Time" includes:

- **Classic *Reese's* Doughnut** : A shell doughnut filled with *Reese's* Peanut Butter Kreme™, dipped in Hershey's chocolate icing, topped with mini peanut butter chips and a drizzle of *Reese's* chocolate and peanut butter sauce.
- ***Reese's* Outrageous Doughnut** : A chocolate yeast ring, dipped in Hershey's chocolate icing, topped with Mini *Reese's* pieces and a drizzle of salted caramel and *Reese's* peanut butter icing.
- ***Reese's* Original Filled Chocolate Lovers Doughnut** : A chocolate yeast ring filled with *Reese's* Peanut Butter Kreme™, dipped in Hershey's chocolate icing and decorated with *Reese's* peanut butter icing.

"Imagine having a tough time choosing a winner because everyone agrees all of the candidates are so good", said Dave Skena, Chief Marketing Officer for *Krispy Kreme*. "Well that's just what's happening with *Krispy Kreme* and *Reese's* latest collaboration. Let us know what you think!"

Fans can share their greatest, most creative review of their favorite *Reese's* doughnut to help decide which will be declared the Greataste *Reese's* Doughnut of All Time by using #TheGreataste and #KrispyKreme and tagging @krispykreme on social. Then, in August, *Krispy Kreme* will announce which doughnut will be crowned the "Greataste *Reese's* Doughnut of All Time" and become a mainstay on the coveted *Krispy Kreme* menu.

For more information regarding the limited time *Reese's* doughnuts, please visit [www.krispykreme.com/promos/reeses2020](http://www.krispykreme.com/promos/reeses2020).

### 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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