



KRISPY KREME® to Celebrate Grand Opening of Snellville Shop July 14

July 7, 2020

All-new shop includes classic, fresh doughnuts and enhanced guest experiences

Snellville, GA (July 7, 2020) – Snellville residents will celebrate the opening of a beloved destination for hot, fresh doughnuts and premium coffee on Tuesday, July 14, when *Krispy Kreme* hosts the grand opening of its new shop at 1635 Scenic Highway.

The shop features a new design offering a “stylistic wink” to *Krispy Kreme’s* heritage, while capturing the brand’s fun, warm and authentic personality. Guests will also experience digital and interactive enhancements, including a new Hot Light, digital menu boards and in shop self-service pickup.

Additionally, *Krispy Kreme* will randomly surprise in-shop guests throughout grand opening week with a range of offers, including the “Celebration Dozen Ticket” which provides one free dozen Original Glazed® Doughnuts every month for a year.

“*Krispy Kreme* is one of the most beloved sweet treat brands around and we look forward to serving our neighbors and others throughout the area melt-in-your-mouth doughnuts,” said Maurice Gilbert, *Krispy Kreme* District Manager. “We couldn’t be happier join the Snellville community.”

Krispy Kreme continues to put the well-being of its customers and team members first by complying with government and health-related guidelines to enable doughnuts to be enjoyed safely. As our communities continue to reopen, *Krispy Kreme* has also started to reopen dine-in for guests in certain locations, including the new 1635 Scenic Highway shop. Snellville guests can also purchase doughnuts via pickup in the lobby, through the drive-thru or by ordering doughnuts online or through the *Krispy Kreme* app for door-side pick-up or delivery within 10 miles of the shop’s location. Please visit KrispyKreme.com for details regarding other updates to *Krispy Kreme’s* safety measures.

The Snellville shop will be open seven days a week: Sunday through Thursday, 6 a.m. to 10 p.m., and Friday and Saturday, 6 a.m. to 11 p.m.

Share how you’re celebrating the opening of the *Krispy Kreme* Snellville shop by using #KrispyKreme on social media and tagging @krispykreme.

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](https://www.facebook.com/KrispyKreme), and [www.Twitter.com/KrispyKreme](https://www.twitter.com/KrispyKreme).

Contact

Tricia Moore

Tricia.Moore@fleishman.com

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