



## Still 'Hot' after 83 Years! KRISPY KREME® Lighting up Brand's Birthday with FREE Original Glazed Dozens

July 13, 2020

*Extended Hot Light hours also part of this year's hottest one-day offer on Friday, July 17*

**WINSTON-SALEM, N.C. (July 13, 2020)** – *Krispy Kreme* will celebrate its 83rd birthday by giving fans the hottest, freshest deal of year on Friday, July 17: one FREE Original Glazed® dozen with the purchase of any dozen AND extended Hot Light hours.

"After 83 years, we're still hot ... and fresh ... and delicious," said Chief Marketing Officer Dave Skena. "On our birthday, *Krispy Kreme* fans get the gifts. This year we're giving away a FREE Original Glazed dozen with purchase of any dozen, and running the Hot Light day and night because we sure need something sweet to happen in 2020."

On Friday, July 17, participating *Krispy Kreme* shops across the U.S. will provide one free Original Glazed dozen with the purchase of any dozen while lighting the iconic Hot Light earlier and keeping it on later.

Guests can enjoy doughnuts dining in at certain shops as *Krispy Kreme* continues to put the well-being of guests and team members first by complying with government and health-related safety guidelines. Doughnuts also are available via takeout in the lobby, through the drive thru or by ordering online or through the *Krispy Kreme* app for pick-up. *Krispy Kreme* delivers doughnuts within 10 miles of shops, but the birthday deal is not available for delivery. Visit [KrispyKreme.com](http://KrispyKreme.com) for details regarding *Krispy Kreme's* safety measures.

Share how you're celebrating *Krispy Kreme's* hottest birthday ever with a FREE dozen by using #KrispyKreme and tagging @krispykreme on social. For more information regarding the one day-only birthday offer and extended Hot Light hours, please visit [krispykreme.com/promos/birthday](http://krispykreme.com/promos/birthday).

### **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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