



KRISPY KREME® Brings Enhanced Guest Experience and Product Innovations to New Shop in Charlotte's South End Neighborhood

August 19, 2020

New Insomnia Cookies shop to open adjacent to Krispy Kreme on Hawkins Street, bringing the two sweet treat brands to the heart of the South End

WINSTON-SALEM, N.C. (Aug. 19, 2020) – *Krispy Kreme* will open its first shop in Charlotte's South End neighborhood on Tuesday, Aug. 25, treating fans to a unique experience and the brand's latest product innovations.

Adjacent to *Krispy Kreme's* Global Product & Innovation Center at 2116 Hawkins Street, the location will also be home to a new Insomnia Cookies shop, bringing the two beloved sweet treat brands together for the first time in the South End.

The *Krispy Kreme* shop will provide an enhanced guest experience, serving an expanded menu that features innovative, Original Glazed® Doughnut-infused products and will offer doughnuts all day and night:

- **Scoop sandwiches**, the brand's take on the classic ice cream sandwich, featuring Original Glazed Doughnut-infused ice cream, scooped between a sliced doughnut with a combination of toppings and drizzles. Options include Vanilla Sprinkled, Triple Chocolate, Cookies & Kreme™, Vanilla Chip, Chocolatey Caramel Coconut, and Vanilla Fruity Crunch.
- **Hand-spun milkshakes** made with Original Glazed Doughnut-infused ice cream, topped with whipped cream and a mini-Original Glazed Doughnut. Flavors include Vanilla Glazed, Double Chocolate, Salty Caramel, Classic Strawberry, and OREO® Cookies & Kreme™.
- *Krispy Kreme's* first-ever **Doughnut Vending Machine** will serve 3-packs of select, made fresh daily doughnut flavors 24 hours a day (while supplies last).

Krispy Kreme South End will also feature a new shop design offering a "stylistic wink" to the brand's heritage, capturing its fun, warm and authentic personality, along with customized artwork inspired by Charlotte's rich history. Designed by local artist Gina Elizabeth Franco, the shop features an exterior facing 37'2" x 20' doughnut mural that includes 72 doughnuts, each with its own special ode to the Queen City, and an interior-facing mural of Charlotte's skyline.

"Being home to our Global Product & Innovation Center, Charlotte is near and dear to our hearts, so we're treating our neighbors to special experiences they won't find at any other *Krispy Kreme* location," said Rhianna Simard, *Krispy Kreme* District Manager. "From beautiful artwork inspired by the Queen City and new Doughnut Vending Machine to Insomnia Cookies, we want this shop to be a sweet treat destination and staple in the community."

Throughout grand opening week, *Krispy Kreme* will randomly giveaway 10 'dozen' (120 total) "Celebration Dozen Tickets" to in-shop guests, which provides one free dozen Original Glazed® Doughnuts every month for a year. The *Krispy Kreme* South End shop will be open seven days a week: Sunday through Thursday, from 6 a.m. to 10 p.m., and Friday and Saturday from 6 a.m. to 11 p.m. Insomnia Cookies will serve warm, delicious cookies until midnight Sunday through Wednesday and until 1 a.m. Thursday through Saturday. To place an Insomnia Cookies order for delivery until midnight, visit www.insomniacookies.com.

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. South End guests can purchase doughnuts via in-shop takeout or by ordering doughnuts online or through the *Krispy Kreme* app for pick-up or delivery within 10 miles of the shop's location. Please visit www.KrispyKreme.com for details regarding other updates to *Krispy Kreme's* safety measures.

Share how you're celebrating the opening of *Krispy Kreme's* South End 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, and www.Twitter.com/KrispyKreme.]

About Insomnia Cookies

Insomnia Cookies is a rapidly expanding late-night bakery concept headquartered in Philadelphia, PA and New York, NY. Founded in a University of Pennsylvania dorm room by then-student, Seth Berkowitz, Insomnia Cookies has been feeding the insatiable hunger of loyal Insomniacs since 2003. Whether it's a mid-day dessert or late-night snack, Insomnia Cookies is warm, delicious, and delivered. Connect with Insomnia Cookies at www.insomniacookies.com or on Facebook, Twitter and Instagram @insomniacookies.

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