



KRISPY KREME® Opens New Location in Harlem Featuring New York City's First Hot Light and Fresh Hot Doughnuts

August 4, 2020

Harlem location to open in historic building as a part of the brand's continued expansion in NYC

NEW YORK (August 4, 2020) – Today, Harlem is about to get a boost of sweetness with New York City's newest Krispy Kreme shop at 319 West 125th St., featuring the Big Apple's first Hot Light signaling to fans that fresh, hot doughnuts are being produced day-in and day-out.

As a continued part of Krispy Kreme's NYC expansion this year, the shop will serve fresh, right-off-the-line doughnuts and produce more than 100 dozen doughnuts an hour. The shop will feature a full doughnut menu, hot and cold beverages, dozens of its iconic *Original Glazed®* Doughnuts and plenty of other delicious options that are sure to make customers smile.

This special shop is situated in a historic community building built in 1910, right in the heart of Harlem. In 1953, the site served as a famous saloon and jazz club called "The Baby Grand", which saw some of Harlem's most iconic musical performances.

"We're thrilled to introduce the Hot Light to New York City at the Harlem location – it really represents the genuine experience we seek to deliver to our customers at our signature shops," said Matt Sweeney, District Manager, New York "We're very eager to kick off as a part of our continued effort to bring joy and delicious sweet treats to New Yorkers all over the city."

As a part of welcoming guests into the new shop in central Harlem, Krispy Kreme will award ten dozen lucky individuals a celebration ticket within the first week of opening. Winners will be selected at random and receive a ticket worth a dozen free Original Glazed® doughnuts to use throughout the year.

The new Krispy Kreme Harlem employs 45 newly hired team members and managers. The shop will be open from Sunday – Thursday from 7:00 AM – 10:00 PM and Friday – Saturday 7:00 AM – 11:00 PM and offer delivery to local residences. Social distancing and advanced safety measures will be enforced at all times in the shop. For delivery, mobile, and online orders, Krispy Kreme doughnuts will be securely sealed and bagged individually, along with instructions for contactless drop-off, including social distancing and safety guidelines. If picking up from the shop, they will be prebagged at the mobile order area at the front of the shop.

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.

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