



## KRISPY KREME'S® Reese's Classic Doughnut Declared 'Greataste Reese's Doughnut of All Time'

August 17, 2020

*Earns Permanent Spot on Krispy Kreme Menu*

**WINSTON-SALEM, N.C. (Aug. 17, 2020)** – Doughnut fans have spoken, and *Krispy Kreme* has declared the *Reese's* Classic Doughnut as the official "Greataste *Reese's* Doughnut of All Time" and new permanent menu item.

*Krispy Kreme* fans can enjoy The *Reese's* Classic Doughnut – a 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 – at participating shops throughout the U.S.

*Krispy Kreme* brought back three of the greatest *Reese's* doughnuts from the last three years for a limited time beginning July 24 and asked fans to share their greatest, most creative reviews of their favorite *Reese's* doughnut to help decide which would earn a permanent spot on *Krispy Kreme's* menu.

Share how you're celebrating the *Reese's* Classic Doughnut being declared the Greataste *Reese's* Doughnut of All Time by using #KrispyKreme and tagging @krispykreme on social. For more information regarding the Greataste *Reese's* Doughnut of All Time, 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](https://www.Facebook.com/KrispyKreme), and [www.Twitter.com/KrispyKreme](https://www.Twitter.com/KrispyKreme).

### **Contact**

Tricia Moore

[Tricia.Moore@fleishman.com](mailto:Tricia.Moore@fleishman.com)

###