



## KRISPY KREME® to Celebrate Grand Opening of Pineville Shop Oct. 6

September 29, 2020

*Newly designed shop includes classic, fresh doughnuts and enhanced guest experiences*

**Pineville, N.C. (Sept. 29, 2020)** – Pineville residents will celebrate the opening of another Charlotte-area beloved destination for hot, fresh doughnuts and premium coffee on Tuesday, Oct. 6, when *Krispy Kreme* hosts the grand opening of its new shop at 8800 Pineville-Matthews Road.

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 digital menu boards and in shop self-service pickup.

Throughout grand opening week, *Krispy Kreme* will randomly give in-shop guests “Celebration Dozen Tickets,” which provide 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 new neighbors melt-in-your-mouth doughnuts and other delicious offerings,” said Rhianna Simard, *Krispy Kreme* District Manager. “We couldn’t be happier to join the Pineville community.”

*Krispy Kreme* continues to put the well-being of its customers and team members first by complying with government and health-related guidelines. The Pineville shop’s dining room will be open at a limited capacity while implementing crowd control and social distancing techniques, including floor stickers and signage on restricted seating areas, to enable doughnuts to be enjoyed safely. All dine-in guests are required to wear a mask and abide by all COVID-19 safety regulations. Pineville guests can also 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. Visit [www.KrispyKreme.com](http://www.KrispyKreme.com) for details regarding other updates to *Krispy Kreme’s* safety measures.

The Pineville 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* Pineville 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](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)

###