



KRISPY KREME® Introduces Pumpkin Spice Doughnut Collection Even Pumpkins Can Be Proud Of

September 1, 2020

Four delicious doughnuts available through September so fans can enjoy pumpkin spice all season long

WINSTON-SALEM, N.C. (Sept. 1, 2020) – In an exhausting era of pumpkin spice mediocrity, *Krispy Kreme* has the solution for all pumpkin spice fans. Enter, *Krispy Kremé's* Pumpkin Spice Doughnut Collection, which is available all month long for the first time, offering a perfect pumpkin-to-spice ratio that even pumpkins can be proud of.

Available starting Sept. 1 at participating shops across the U.S., *Krispy Kremé's* four pumpkin spice doughnuts – including the return of the fan favorite Pumpkin Spice Original Glazed® and the brand-new Pumpkin Spice Cinnamon Roll Doughnut – provide a melt-in-your-mouth experience that enable everyone to raise their pumpkin spice standards and enjoy the best “Pumpkin Approved” pumpkin spice offerings.

“We’ve not only brought back your favorites, we’ve added a new Pumpkin Spice Cinnamon Roll Doughnut and you’re going to love it,” said Dave Skena, Chief Marketing Officer of *Krispy Kreme*. “Plus, we’re making them every day all month long, so you’ll have the time to try them all.”

The Pumpkin Spice Doughnut Collection includes:

- **Pumpkin Spice Original Glazed® Doughnut** is a classic Original Glazed doughnut with a pumpkin spice twist.
- **Pumpkin Spice Cake Doughnut** is a perfectly spiced old-fashioned cake doughnut covered in our signature glaze.
- **Pumpkin Spice Original Filled Cheesecake Doughnut** is a Pumpkin Spice Original Glazed doughnut with creamy cheesecake filling decorated with cheesecake icing.
- **NEW Pumpkin Spice Cinnamon Roll Doughnut** is a Pumpkin Spice Doughnut, tossed in a pumpkin spice sugar blend and topped with cream cheese icing and cinnamon schmear.

Share how you’re enjoying *Krispy Kremé's* Pumpkin Spice Doughnut Collection by using #KrispyKreme and tagging @krispykreme. For more information about the new *Krispy Kreme* Pumpkin Spice Doughnut Collection, please visit www.krispykreme.com/promos/pumpkinspice.

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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