



KRISPY KREME® Lights World's Largest Hot Light in Celebration of Times Square Flagship Grand Opening

September 15, 2020

Cast members of "Chicago" – Broadway's longest-running American musical – flip the switch on Broadway's newest light to open the one-of-a-kind shop

WINSTON-SALEM, N.C. (Sept. 15, 2020) – After much anticipation, *Krispy Kreme* today illuminated the world's largest Hot Light – 15-feet tall and weighing 8,000 pounds – atop its new flagship location in Times Square, signaling that hot and fresh doughnuts are available for New Yorkers and visitors alike – all day and all night.

Though the lights are dim on Broadway, the shop opening is a delightful symbol of the resurgence of joy returning to the heart of New York City. Cast members from "Chicago," Broadway's longest-running American musical, welcomed their new neighbor and Broadway's newest bright light by turning on the shop's Hot Light this morning before Krispy Kreme Times Square opened its doors to the public.

The 4,500-square-foot shop at 1601 Broadway (at West 48th Street) is open 24/7, seven days a week, and makes 380 dozen Original Glazed® Doughnuts per hour right before guests' eyes. But there is so much more:

- An iconic doughnut-making theater
- The largest and iconic Glazed Waterfall for spectators to watch doughnuts run through
- Stadium-style seating inside a giant Krispy Kreme dozens box
- A 24-hour street-side pickup window where people can get doughnuts as they walk by
- Merchandise specific to New York City and Times Square to commemorate the experience
- A special edition and commemorative "Big Apple" Doughnut exclusively at the Times Square Shop

"Today, Broadway icons turned on Times Square's newest light – the iconic *Krispy Kreme* Hot Light – and we are ecstatic to provide New York City residents and visitors not just the world's most awesome doughnuts but a joy-filled doughnut experience that they will never forget," said Michael Tattersfield, CEO of Krispy Kreme Doughnut Corporation.

To ensure a truly wondrous and safe experience inside the flagship, *Krispy Kreme* is implementing crowd control techniques, including remote queuing and providing guests the ability to reserve a time online to visit the shop. All guests are required to wear a mask and all COVID-19 regulations provided by the city and CDC are being implemented. There is also a "grab-and-go" counter and 24-hour walk-up window for curbside ordering and pick-up. For added convenience, guests can order and pick up doughnuts at the shop by going to our website or using the *Krispy Kreme* mobile app. Visit [KrispyKreme.com/TimesSquare](https://www.KrispyKreme.com/TimesSquare) for more information and to book a reservation to visit the shop.

In addition to the immersive doughnut shop's many ways of entertaining visitors, *Krispy Kreme* is also debuting a Big Apple-flavored doughnut in honor of the flagship's home. Made exclusively for this location, the doughnut has the look of the city – sleek and modern, with a flavor that tells the story. Inspired by the candy apples sold at Coney Island, the inside of the doughnut features a Red Delicious flavored KREME™ filling and dipped in sweet, shiny red shimmer mirror glaze to give it that candy apple shine! Topped off with a royal icing green leaf and a lightly salted pretzel stick for the stem.

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 Chicago

The Tony Award-winning, record-breaking hit musical **Chicago** is Broadway's longest running American musical. At the time of the Broadway shutdown due to the Covid-19 pandemic, **Chicago** was preparing to celebrate its 25th anniversary. With a legendary book by Fred Ebb and Bob Fosse, music by John Kander and lyrics by Fred Ebb, **Chicago** is produced by Barry and Fran Weissler. **Chicago** is the winner of six 1997 Tony Awards including Best Musical Revival and the Grammy Award for Best Musical Cast Recording. When in performances, **Chicago** plays Broadway's Ambassador Theatre. For more information, and to purchase tickets for 2021 performances visit www.ChicagoTheMusical.com.

Contact

Tricia Moore
Tricia.Moore@fleishman.com