



KRISPY KREME® Declares Everyone is on The Nice List

November 23, 2020

'Nicest Holiday Collection' includes new festive doughnuts beginning Nov. 27; parcel delivery drivers to receive free Original Glazed® dozens Nov. 30

WINSTON-SALEM, N.C. (Nov. 23, 2020) – This holiday season, *Krispy Kreme* is encouraging fans to be sweet to themselves, loved ones and other nice-listers in their lives by introducing its Nicest Holiday Collection, including two new doughnuts, beginning Friday, Nov. 27.

And to thank those who help Santa deliver packages, *Krispy Kreme* will give all mail, parcel and package delivery drivers who visit *Krispy Kreme* shops Monday, Nov. 30 a FREE Original Glazed® dozen, no purchase necessary. Just show your employee badge or wear your work uniform.

"All year long delivery drivers have helped keep us safe and they have to work even harder during the holidays. They are definitely all on the nice list," said Dave Skena, Chief Marketing Officer of *Krispy Kreme* Doughnuts. "It's one of the ways we're doubling down on nice throughout the 2020 holiday season, which will include new, delicious and festive *Krispy Kreme* doughnuts perfect for celebrating, gifting and sharing joy."

Krispy Kreme's Nicest Holiday Collection will be available through Dec. 24 in a limited-edition "gift wrapped" dozen box:

- **The new Festive Tree Doughnut** is a Red Velvet Cake Batter filled doughnut, dipped in cream cheese icing and hand decorated with a tree and star.
- **The new Present Doughnut** is a Sugar Cookie Kreme filled doughnut, dipped in green icing and decorated with a ribbon and sugar piece "nice" tag.
- **The popular Santa Belly Doughnut** returns this season, a Chocolate Kreme filled doughnut, dipped in red icing and granulated sugar, and decorated with chocolate icing and a sugar piece belt.

In addition to the Nicest Holiday Collection, *Krispy Kreme* will make being on the nice list twice as nice later in December: the brand will have a special treat for fans on 12/12, its annual "Day of the Dozens," and beginning Dec. 16, the Gingerbread People of America will return with delicious Gingerbread Glazed doughnuts.

Share how you'll be sweet this holiday season with *Krispy Kreme's* Nicest Holiday Collection by using #KrispyKreme and tagging @krispykreme. For more information about *Krispy Kreme's* Nicest Holiday Collection, please visit www.krispykreme.com/promos/holiday. Learn more about *Krispy Kreme's* free dozen offer for mail, parcel and package delivery drivers at www.krispykreme.com/promos/deliverydrivers.

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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