



KRISPY KREME® Makes its Way to the Upper West Side with Brand New Shop Opening

November 17, 2020

As a part of Krispy Kreme's ongoing expansion in the Big Apple, the company announces a sweet, new location in the Upper West Side

NEW YORK (November 17, 2020) – Today, Krispy Kreme welcomes a new shop location in New York City's Upper West Side that's sure to make the neighborhood a whole lot sweeter. The newest shop located on the corner of Broadway and 96th Street at 2563 Broadway Street will be equipped with fan-favorite fresh doughnuts year-round. The grand opening will also feature the newly announced seasonal Caramel Glazed and Double Salted Caramel Crunch doughnuts, which will be served until November 22nd.

Krispy Kreme is committed to New Yorkers and will have seven shops in the city, from Manhattan to the Bronx, by the end of the year. Coming off the heels of the Times Square Flagship shop opening in September and as a continued part of Krispy Kreme's growth in New York, the shop will feature a full doughnut menu, hot and cold beverages, dozens of its iconic *Original Glazed®* Doughnuts and plenty of other delicious options.

"Krispy Kreme doughnuts really have a way of delighting and we're passionate about bringing that energy to our customers, especially in a city that's seen so much in the last several months," said Christine Kobrynich, Director of Operations, New York. "We're excited to ramp up the sweetness in the Upper West Side and continue backing the resurgence of New York City. I have enjoyed meeting some of our neighbors and look forward to making a positive impact in the community."

As a part of welcoming guests into the new shop on the Upper West Side, Krispy Kreme will award ten dozen lucky individuals a celebration ticket within the first week of opening. Winners will be selected at random and receive a ticket worth a dozen free Original Glazed® doughnuts to use throughout the year.

The new Krispy Kreme Upper West Side employs 24 newly hired team members and managers. The shop will be open from Sunday – Thursday from 7:00 AM (EST) – 10:00 PM (EST) and Friday – Saturday 7:00 AM (EST) – 11:00 PM (EST) and offer delivery to local residences. Social distancing and advanced safety measures will be enforced at all times in the shop. For delivery, mobile, and online orders, Krispy Kreme doughnuts will be securely sealed and bagged individually, along with instructions for contactless drop-off, including social distancing and safety guidelines. If picking up from the shop, they will be prebagged at the mobile order area at the front of the shop.

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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