



KRISPY KREME® Rings in the New Year with ‘Four Days of Glaze’

December 29, 2020

All guests can enjoy two Original Glazed® dozens for just \$12 Dec. 31 through Jan. 3

WINSTON-SALEM, N.C. (Dec. 29, 2020) – *Krispy Kreme* will ring in the new year and thank all our fans who have supported the brand and each other throughout 2020 by providing an epic deal: two Original Glazed® dozens for just \$12, Dec. 31 through Jan. 3.

The “Four Days of Glaze” offer will be available via pickup, drive-thru and in shop at participating *Krispy Kreme* locations across the U.S., making the start of 2021 a little sweeter as we continue to share joy (and dozens!) with loved ones while looking toward a brighter year. Guests can purchase up to two per day.

Share how you’re starting a sweet new year with Original Glazed dozens by using #KrispyKreme and tagging @krispykreme. Learn more about *Krispy Kreme’s* “Four Days of Glaze” offer by visiting www.krispykreme.com/offers/fourdaysofglaze.

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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