



## **KRISPY KREME® Introduces New Dessert-Inspired Mini Doughnuts, Encourages America to Celebrate Every ‘Mini’ Win**

January 11, 2021

*Dessert Minis available for a limited time beginning Jan. 11 as Wednesdays become ‘Win-days’ throughout remainder of month*

**WINSTON-SALEM, N.C. (Jan. 11, 2021)** – As we begin 2021 determined for a better year, *Krispy Kreme* wants all our fans to remember that no accomplishment is too small to celebrate. And what better way to reward your “mini wins” than with mini doughnuts?

*Krispy Kreme* is introducing a new limited-edition Mini Dessert Doughnut Collection, inspired by four fan-favorite desserts, that is a delightfully small, delicious, melt-in-your-mouth experience. Available beginning Jan. 11 at participating shops across the U.S., the Mini Dessert Doughnut Collection includes: Lemon Bar, Strawberry Cheesecake, Chocolate Chip Cookie Dough and Birthday Cake mini doughnuts. Fans can try all four of the delicious mini desserts in a new four-count box, joining the 16-count box offering for even more ways to celebrate together.

To further help fans celebrate their “mini wins” kicking off the year – from remembering to unmute yourself before talking on video meetings to wearing “real” pants – Wednesdays throughout the month are now mini “Win-days” at *Krispy Kreme*. On Jan. 13, 20 and 27, *Krispy Kreme* will offer sweet deals on doughnuts for anyone who participates in the mini win; just follow @krispykreme on social media to be among the first to know the “Win-day” offer.

“Coming off 2020, celebrating any and all wins – including small ones – is a way we can keep each other’s spirits up,” said *Krispy Kreme* Chief Marketing Officer Dave Skena. “Our Mini Dessert Doughnut Collection is a great way to celebrate the little wins to bring out the big smiles that keep us going.”

Show how you’re celebrating the mini wins and enjoying *Krispy Kreme*’s Dessert Minis by using #KrispyKreme and tagging @krispykreme on social. Learn more about *Krispy Kreme*’s new Mini Dessert Doughnut Collection by visiting [www.krispykreme.com/promos/dessertminis](http://www.krispykreme.com/promos/dessertminis).

### **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](http://www.KrispyKreme.com), or on one of its many social media channels, including [www.facebook.com/KrispyKreme](https://www.facebook.com/KrispyKreme), and [www.twitter.com/KrispyKreme](https://www.twitter.com/KrispyKreme).

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