



KRISPY KREME® Continues Its New York City Expansion with a New Hot Light Shop Opening in the Flatiron District

February 16, 2021

As a continued part of the brand's expansion in New York City, 2021's first new shop opening will bring Krispy Kreme's world-famous sweet treats to the Flatiron neighborhood

NEW YORK (February 16, 2021) – Today, Krispy Kreme welcomes a new shop location in New York City's Flatiron District, a short walk from local attractions and sites like the Flatiron Building and Madison Square Park. The newest shop located at 36 E. 23rd Street (between Park and 5th Avenue) is the first new shop to open on New York City's east side and will give one of the Big Apple's most popular neighborhoods access to Krispy Kreme's sweet treats.

As a continued part of Krispy Kreme's growth, the new Flatiron shop will feature Krispy Kreme's beloved Hot Light, signaling to fans that fresh, hot doughnuts are being prepared day-in and day-out, offer a full doughnut menu, hot and cold beverages and dozens of its iconic *Original Glazed®* Doughnuts.

"As we head into 2021, our goal is to continue to deliver the freshest doughnut experience to New Yorkers," said Christine Kobrynich, Director of Operations, New York, at Krispy Kreme. "We're thrilled to welcome a brand-new shop to Flatiron, a neighborhood that holds a special place in the hearts of both locals and tourists alike. I can't wait to meet our new neighbors as we open this shop on East 23rd Street."

As a part of welcoming guests into the new shop at the East 23rd Street location, 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 per week throughout the year.

The new Krispy Kreme at East 23rd Street creates 24 new jobs for New York City with the shop's 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). Social distancing and advanced safety measures will be enforced 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, orders 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.

Contact

Katrina Stern

Katrina.stern@fleishman.com

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