



## KRISPY KREME® Encourages Fans to Share a ‘Dough-Note’ This Valentine’s Day with New Heart-Filled Doughnut Collection

February 1, 2021

*Give the sweetest ‘post-marked’ dozens beginning Feb. 1*

**WINSTON-SALEM, N.C. (Feb. 1, 2021)** – Valentine’s Day celebrates those who fill our hearts with sweet feelings. This year, at a time when many are apart from family and friends, *Krispy Kreme* is helping fans share love and appreciation for friends, neighbors, teachers, BFFs and others with heart-filled “Dough-Notes.”

*Krispy Kreme’s* new “Dough-Notes” are a custom Valentine’s Day dozen box designed to look like a post-marked letter that are literally heart-filled – bursting with 12 heart-shaped delicious doughnuts from the brand’s new Valentine’s Day Collection that express perfectly sweet sentiments.

Available beginning Feb. 1 at participating shops across the U.S., the Valentine’s Day Collection includes four new heart doughnuts in four delicious flavors:

- **Sprinkled Heart** –filled with Cake Batter Kreme, dipped in red icing and topped with a heart sprinkles.
- **Sugar Cookie Heart** – filled with Sugar Cookie Kreme, dipped and drizzled with white icing and sprinkled with a Valentine’s sugar blend.
- **Strawberries & Kreme Heart** – filled with Strawberries & Kreme, dipped in strawberry icing, and decorated with a sugar piece heart.
- **Chocolate Caramel Heart** – filled with Caramel Kreme, dipped in chocolate icing, drizzled with white icing and topped with Valentine confetti sprinkles.

Fans can send “Dough-Notes” easier than ever with *Krispy Kreme’s* new gift delivery option: just order online, add a custom note and have a dozen or more delivered to your Valentine.

“Valentine’s Day marks another holiday that many of us will be spending apart from our loved ones, but we still want to show people how much they mean to us,” said *Krispy Kreme* Chief Marketing Officer Dave Skena. “So, we’ve created these new heart-shaped doughnuts and ‘Dough-Notes’ to help fans share their full hearts with anyone who has a special place in theirs.”

Show how you’re spreading love and “Dough-Notes” with *Krispy Kreme’s* Valentine’s Day Doughnut Collection by using #KrispyKreme and tagging @krispykreme on social. Learn more about *Krispy Kreme’s* new Heart-Filled Doughnut Collection by visiting [www.krispykreme.com/promos/valentinesday2021](http://www.krispykreme.com/promos/valentinesday2021).

### 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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