



Ah-Glazing Hot Deal! KRISPY KREME® Offering \$5 Original Glazed® Dozens Starting Feb. 22 when Iconic Hot Light is Glowing

February 22, 2021

WINSTON-SALEM, N.C. (Feb 22, 2021) – *Krispy Kreme* is shining a new light – literally – on FOMO with a deal no one will want to miss out on: \$5 Original Glazed® dozens during all Hot Light hours – morning and evening, starting Feb. 22.

Krispy Kreme's iconic Hot Light is a sign of the most ah-glazing experience: hot, melt in your-mouth Original Glazed® doughnuts fresh off the line. If you've never experienced it, you're missing out. If you're a "pull the car over the minute you see the Hot Light is on" kind of person, well ... you already know.

"If you've never tasted an Original Glazed® doughnut hot off the line, now's the time," said *Krispy Kreme* Chief Marketing Officer Dave Skena. "Look for the neon glow of the Hot Light to guide you to your new favorite sweet treat."

To know when your shop's Hot Light is on so you can score this sweet \$5 dozens deal, just download the *Krispy Kreme* app or check participating shop Hot Light hours at www.krispykreme.com/promos/hotlight. Share how you're taking advantage of this ah-glazing Hot Light deal using #KrispyKreme and tagging @krispykreme on social.

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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