



Mars Doughnut Lands at KRISPY KREME® for One Day Only, Feb. 18 to Celebrate NASA's Perseverance Rover Landing on the Red Planet

February 16, 2021

WINSTON-SALEM, N.C. (Feb 16, 2021) – As NASA's Perseverance Rover makes its epic landing on Mars this Thursday, Feb. 18, Krispy Kreme will give fans a unique, out-of-this-world opportunity to celebrate with its limited edition Mars Doughnut, landing at shops across the country for one day only.

The design of Krispy Kreme's Mars Doughnut, made to look like the red planet, is surpassed only by its deliciousness – a Chocolate Kreme-filled doughnut dipped in caramel icing with a red planet swirl and sprinkled with chocolate cookie crumbs.

When Perseverance lands Feb. 18 in Mars' Jezero Crater, it will have traveled 292.5 million miles since lifting off July 30, 2020 from Cape Canaveral Air Force Station in Florida. In addition to toting the first-ever helicopter to be deployed on Mars and numerous other technologies to seek signs of ancient life and collect rock and soil samples, the rover also is carrying the names of nearly 11 million people who participated in NASA's "Send Your Name to Mars" program.

To acknowledge these special space "travelers," Krispy Kreme will give each one FREE Mars Doughnut on Feb. 18; just show your NASA-issued Mars 2020 Perseverance "boarding pass" to redeem.

"The landing of Perseverance on Mars will be an epic and important achievement," said *Krispy Kreme* Chief Marketing Officer Dave Skena. "So, we're celebrating the best way we know how: with an amazing new doughnut discovery right here on earth."

NASA has scheduled a live stream of Perseverance's landing on NASA TV – the perfect occasion to experience "Mars on Earth" with Krispy Kreme's one-day-only Mars Doughnut. Tag @krispykreme and @NASAPersevere on social, using hashtags #KrispyKreme and #CountdownToMars to show how you're celebrating. To learn more about *Krispy Kreme's* Mars Doughnut, visit www.krispykreme.com/promos/marsdoughnut. To learn more about NASA's Perseverance mission, visit www.nasa.gov/perseverance, and for details on how watch NASA's live stream Feb. 18, visit <https://mars.nasa.gov/mars2020/timeline/landing/watch-online/>.

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

Chelsea Michael

chelsea.michael@fleishman.com

###