



Get in on the Craze: KRISPY KREME® is Bringing Back Strawberry Glaze!

April 22, 2021

The 'glaze craze' of 2020 returns for a limited time beginning April 26

WINSTON-SALEM, N.C. (April 22, 2021) – How can *Krispy Kreme* possibly follow its latest glaze innovation of 2021? By surprising fans and fulfilling their craving for the “glaze craze” of 2020: *Krispy Kreme* is bringing back Strawberry Glazed doughnuts!

Available for a limited-time beginning April 26 at participating shops across the U.S., fans can enjoy the sweet return of two craze-worthy Strawberry Glazed doughnuts:

- **Strawberry Glazed Doughnut:** The iconic Original Glazed® Doughnut transformed by a vibrant strawberry glaze with fresh strawberry flavor.
- **Strawberry Kreme Filled Doughnut:** A Strawberry Glazed Doughnut bursting with Strawberry Kreme Filling.

“Last year, fans couldn’t get enough of Strawberry Glaze and have been asking for it to come back ever since,” said Dave Skena, *Krispy Kreme* Chief Marketing Officer. “So we’re bringing it back. Hurry in and enjoy!”

Share how you’re fulfilling your craving for craze-worthy Strawberry Glazed doughnuts by using #KrispyKreme and tagging @krispykreme. Learn more about *Krispy Kreme’s* Strawberry Glazed doughnuts by visiting www.krispykreme.com/promos.strawberryglaze.

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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