



KRISPY KREME® Transforms Iconic Glaze Waterfall into OREO® Cookie Glaze

April 5, 2021

For first time in history, Krispy Kreme partners with another brand to create an all-new glaze and a whole new way to enjoy OREO

WINSTON-SALEM, N.C. (April 5, 2021) – *Krispy Kreme* has teamed with OREO® – America’s favorite cookie™ – on its newest glaze innovation. For the first time ever, *Krispy Kreme* is transforming its iconic glaze waterfall into OREO Cookie glaze, creating two new doughnuts available beginning Monday, April 5.

This is the first time in its nearly 84-year history that *Krispy Kreme* has collaborated with another brand to create an all-new glaze for its glaze waterfall, providing doughnut and cookie lovers a whole new way to enjoy OREO.

“We’ve taken everything fans love about OREO Cookies and ‘glazeified’ it,” said Dave Skena, *Krispy Kreme* Chief Marketing officer.

America has a whole new way to enjoy OREO for a limited time beginning April 5 in the form of two new delicious doughnuts:

- **OREO® Cookie Glazed Doughnut:** the Original Glazed® Doughnut covered in rich OREO® Cookie Glaze, filled with Cookies and KREME™, and finished with an icing drizzle and OREO® Cookie pieces.
- **OREO® Cookie Over-The-Top Doughnut:** OREO® Cookie Over-the-Top Doughnut – an OREO® Cookie Glazed Doughnut topped with Cookies and KREME™ filling, drizzled with chocolate icing and finished with an OREO® Cookie wafer.

Show how you’re experiencing a whole new way to enjoy OREO by using #KrispyKreme and tagging @krispykreme on social media. Learn more about *Krispy Kreme’s* new OREO Cookie Glaze doughnuts by visiting www.krispykreme.com/promos/oreocookieglaze.

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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