



Give Me S'more: KRISPY KREME® Introduces New Hershey's S'mores Doughnuts

August 10, 2021

Starting Aug. 10, enjoy two delicious doughnuts that combine Krispy Kreme's marshmallowy KREME™ with Hershey's chocolate goodness

CHARLOTTE, N.C.--(BUSINESS WIRE)--Aug. 10, 2021-- *Krispy Kreme* has partnered with the *Hershey's* brand, a necessity for campfire treats, to give doughnut lovers "s'more" of their favorite summertime flavor: introducing *Hershey's* and *Krispy Kreme's* S'mores Doughnuts.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210810005182/en/>



Available beginning today, aka "National S'mores Day," for a limited time at participating shops across the U.S., fans can enjoy two, all-new s'mores inspired doughnuts that combine *Hershey's* classic chocolate with *Krispy Kreme's* delicious doughnuts, created to satisfy those summer cravings:

- **S'mores Classic Doughnut:** A doughnut filled with marshmallow KREME™, dipped in *Hershey's* chocolate icing, drizzled with marshmallow KREME™ and chocolate icing and topped with graham cracker crumbs.
- **S'mores Fudge Cake Doughnut:** A *Hershey's* fudge cake doughnut, dipped in marshmallow icing, decorated with *Hershey's* chocolate icing and topped with chocolate chips.

Starting Aug. 10, enjoy two delicious doughnuts that combine Krispy Kreme's marshmallowy KREME™ with Hershey's chocolate goodness (Photo: Business Wire)

"We're teaming up with *Hershey's*, one of the key ingredients for any s'more, to give fans doughnuts that satisfy their

marshmallow-graham-cracker-chocolate desires in an amazing new way," said Dave Skena, Chief Marketing Officer for *Krispy Kreme*.

Share how *Krispy Kreme* is giving you s'more with *Hershey's* and *Krispy Kreme's* S'mores Doughnuts by using #KrispyKreme and tagging @krispykreme on social media. Learn more about *Krispy Kreme's* S'mores Doughnuts by visiting www.krispykreme.com/promos/smares.

About Krispy Kreme

Headquartered in Charlotte, N.C., Krispy Kreme is one of the most beloved and well-known sweet treat brands in the world. Our iconic Original Glazed® doughnut is universally recognized for its hot-off-the-line, melt-in-your-mouth experience. Krispy Kreme operates in 30 countries through its unique network of doughnut shops, partnerships with leading retailers, and a rapidly growing e-Commerce and delivery business. Our purpose of touching and enhancing lives through the joy that is Krispy Kreme guides how we operate every day and is reflected in the love we have for our people, our communities and the planet. 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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Source: Krispy Kreme