



KRISPY KREME® Returns Popular Original Glazed® Cinnamon Roll; Launches ‘Cinnamon Sundays’

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CHARLOTTE, N.C.--(BUSINESS WIRE)--Apr. 7, 2022-- The best cinnamon roll you've ever tasted is returning as an every Sunday exclusive at participating *Krispy Kreme* shops throughout the country.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220407005055/en/>



The best cinnamon roll you've ever tasted is returning as an every Sunday exclusive at participating Krispy Kreme shops throughout the country. (Photo: Business Wire)

your-mouth experience. Krispy Kreme operates in over 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.

Introduced last fall, *Krispy Kreme's* best-ever Original Glazed® Cinnamon Roll is now available on “Cinnamon Sundays” – individually or in a special four pack – at shops, online and via delivery.

Krispy Kreme put its spin on the iconic sweet treat in September 2021 – light and airy, hand-rolled to perfection and covered in *Krispy Kreme's* iconic Original Glaze. Fans' enthusiasm has been matched by their demand for the Original Glazed® Cinnamon Roll to be added to the permanent menu.

“Our Original Glazed Cinnamon Roll was very well received when we introduced it last year for a limited time. When we get a fan reaction like that, we want to give them what they want. And there's no cinnamon roll better than ours; hand-cut and covered in our iconic Original Glaze,” said Dave Skena, Chief Marketing Officer for *Krispy Kreme*.

Share how you roll on Sundays with *Krispy Kreme's* Original Glazed Cinnamon Roll by using #KrispyKreme and tagging @krispykreme on social media. Learn more about *Krispy Kreme's* Original Glazed Cinnamon Roll and Cinnamon Sundays by visiting www.krispykreme.com/promos/cinnamonrollsundays.

About Krispy Kreme

Headquartered in Charlotte, N.C., Krispy Kreme (NASDAQ: DNUT) 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-

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