



KRISPY KREME® Launches 'Artemis Moon Doughnut' for One Day Only to Celebrate NASA's Artemis I Mission

August 26, 2022

Countdown is on for new doughnut as Artemis I preps for launch on Monday, Aug. 29

CHARLOTTE, N.C.--(BUSINESS WIRE)--Aug. 26, 2022--

Could you imagine a *Krispy Kreme*® Hot Light on the moon someday? Because we are. And the journey to "someday" will begin as early as Monday with NASA's planned launch of Artemis I – an uncrewed flight test of the world's most powerful rocket carrying a spacecraft that will fly around the moon and farther than any spacecraft built for humans has ever flown.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220826005047/en/>



*Krispy Kreme will celebrate the Artemis I mission and the incredible team behind it with a new, one-day-only "Artemis Moon Doughnut," a Cheesecake KREME™ flavored filled doughnut dipped in Cookies 'n KREME™ Icing with a swirl of cookie pieces. The Artemis Moon Doughnut will be available Monday, Aug. 29, at participating shops throughout the U.S., unless NASA announces the mission will be delayed by Aug. 27. In that case, the doughnut will be scheduled to blast-off in shops on the new mission date. Make sure you stay tuned to *Krispy Kreme* social channels for a Go/No-Go announcement!*

*"The Artemis I mission is a proud moment, and we are in awe of the amazing Americans behind the world's most powerful rocket. So, we created these delicious doughnuts to enjoy while you watch the launch," said Dave Skena, Global Chief Brand Officer for *Krispy Kreme*. "The Orion spacecraft atop the rocket will stay in space longer than any ship for astronauts has done without docking to a space station, but our Artemis Moon Doughnut will be available only Monday, so start the countdown and don't*

Countdown is on for new doughnut as Artemis I preps for launch on Monday, Aug. 29 (Photo: Business Wire)

miss it!"

Artemis I is the first in a series of increasingly complex NASA missions that will enable deep space exploration, including landing the first woman and first person of color on the moon. NASA aims to establish a long-term presence on the moon to enable humankind's next giant leap: sending the first astronauts to Mars.

Share how you'll leap to experience the one-day-only *Krispy Kreme* Artemis Moon Doughnut by using #KrispyKreme and tagging @krispykreme. For more information, visit www.krispykreme.com/promos/artemis.

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-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.

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