



We Churr Did! Introducing KRISPY KREME'S® ChurrDough Collection

September 6, 2022

Beginning Sept. 5, fans can experience first-of-its-kind Krispy Kreme creations inspired by the cinnamon-sugary flavor of churros

CHARLOTTE, N.C.--(BUSINESS WIRE)--Sep. 6, 2022-- *Krispy Kreme's* latest innovation is a mouthwatering masterpiece: introducing the first-ever ChurrDough Collection, cinnamon-and-sugary craveable churro flavors transformed into three all-new light and airy sweet treats as only *Krispy Kreme* can.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220906005051/en/>



Beginning Sept. 5 for a limited time at participating shops across the U.S., fans can experience these delicious ChurrDoughs individually or in a 3-pack. The ChurrDoughs are a first-of-a-kind sweet treat form for *Krispy Kreme*, each tossed in cinnamon sugar with a variety of unique toppings:

- **Cinnamon Sugar ChurrDough:** An all-new ChurrDough tossed in cinnamon sugar and topped with swirls of cinnamon Kreme™ and salted caramel crunch pieces.
- **Cookies & Kreme™ ChurrDough** An all-new ChurrDough tossed in cinnamon sugar, decorated with swirls of chocolate cookie Kreme™, topped with chocolate cookie pieces and drizzled with chocolate icing
- **Dulce De Leche ChurrDough:** An all-new ChurrDough tossed in cinnamon sugar, decorated with swirls of cream cheese icing and topped with cookie pieces and dulce

Beginning Sept. 5, fans can experience first-of-its-kind Krispy Kreme creations inspired by the cinnamon-sugary flavor of churros (Photo: Business Wire)

de leche drizzle.

"If you love classic churros or our Original Glazed® Doughnuts, you're going to love this light and airy, cinnamon-y, caramel-y, creamy, sugary goodness we've created," said Dave Skena, Global Chief Brand Officer for *Krispy Kreme*.

Share how you're experiencing the one-of-a-kind *Krispy Kreme* ChurrDough Collection by using #KrispyKreme and tagging @krispykreme. For more information on *Krispy Kreme's* ChurrDough Collection, visit www.krispykreme.com/promos/churrdough.

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](https://www.facebook.com/KrispyKreme), and [www.Twitter.com/KrispyKreme](https://www.twitter.com/KrispyKreme).

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