



KRISPY KREME® Biscoff® Doughnuts are 'Now Arriving' in the U.S. for the First Time Ever

January 9, 2023

Beginning Jan. 9, fans can enjoy Krispy Kreme's first-class collaboration with Biscoff, featuring three all-new doughnuts

CHARLOTTE, N.C.--(BUSINESS WIRE)--Jan. 9, 2023-- *Krispy Kreme* Biscoff doughnuts are now arriving! Introducing the Biscoff Doughnut Collection: three all-new doughnuts that take doughnut and cookie lovers on a roundtrip of sweetness, combining the unique and delicious flavors of both brands for the first time in the United States.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230109005104/en/>



Beginning Jan. 9 for a limited time at participating shops across the U.S., sweet treat fans can enjoy the first-class collaboration that combines *Krispy Kreme's* Original Glaze with Lotus Biscoff's Cookies and Cookie Butter, known for its unique and delicious caramelized cookie taste:

- **Biscoff® Iced Doughnut:** A *Krispy Kreme* Original Glazed® doughnut dipped in Biscoff® Cookie Butter icing.
- **Biscoff® Cookie Butter Cheesecake Doughnut:** An Original Glazed doughnut dipped in Biscoff Cookie Butter icing and topped with a swirl of cream cheese buttercream and Biscoff Crumble.
- **Biscoff® Cookie Butter Kreme™ Filled Doughnut:** A shell doughnut filled with Biscoff Cookie Butter Kreme™ filling, dipped in Biscoff Cookie Butter icing and topped with a swirl of dark chocolate icing and Biscoff Crumble.

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"Our doughnuts made with Lotus Biscoff are popular around the world and it's definitely time for our U.S. fans to get a taste," said Dave Skena, Global Chief Brand Officer for *Krispy Kreme*. "Both doughnut and cookie lovers will be amazed by this delicious combination."

Krispy Kreme guests who fly into participating shops and purchase any *Krispy Kreme* Biscoff doughnut also will receive a free Biscoff cookie packet, a favorite treat on flights around the world, while supplies last.

Can't get to a *Krispy Kreme* shop? *Krispy Kreme* is delivering these doughnuts fresh daily to select grocery stores near *Krispy Kreme* shops. Find the Biscoff 6-pack doughnut assortment at many local Walmart, Kroger, Food Lion, Publix, Stater Brothers, Wakefern and more stores. Visit www.krispykreme.com/locate/location-search#grocery to find a location near you.

Show how your tastebuds are taking flight with the *Krispy Kreme* Biscoff doughnuts by using #KrispyKreme and tagging @krispykreme on social. Learn more about the limited-time offer by visiting www.krispykreme.com/promos/biscoff.

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 fresh 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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Source: Krispy Kreme