



KRISPY KREME® Drops Epic REESE'S® Remix: Brand's First-Ever Spin on Salty Sweet Doughnuts

February 20, 2023

REESE'S® Salty Sweet Dozen available for limited time beginning Feb. 20, featuring pretzels, potato sticks and salted caramel icing

CHARLOTTE, N.C.--(BUSINESS WIRE)-- *Krispy Kreme®* has reunited with REESE'S® on a flavor remix first for the brand – salty sweet doughnuts inspired by REESE'S® Big Cup Stuffed with Potato Chips, REESE'S® Big Cup Stuffed with Pretzels and REESE'S® OUTRAGEOUS®.



REESE'S Salty Sweet Dozen available for limited time beginning Feb. 20, featuring pretzels, potato sticks and salted caramel icing. (Photo: Business Wire)

dipped in HERSHEY'S® milk chocolate icing, topped with Mini REESE'S® PIECES®, drizzled with REESE'S® peanut butter sauce and salted caramel icing.

"Salty, Sweet, REESE'S and *Krispy Kreme* can now all be experienced in one incredible doughnut collection," said Dave Skena, Global Chief Brand Officer for *Krispy Kreme*. "These flavors bring out the best in each other, just like our partnership with REESE'S has over the years."

Krispy Kreme's REESE'S Salty Sweet Dozen is available in-shop and for pickup or delivery via *Krispy Kreme's* app and website.

Show us how you're enjoying the new salty sweet remix by using #KrispyKreme and tagging @krispykreme on social. Learn more about *Krispy Kreme's* REESE'S Salty Sweet Dozen by visiting www.krispykreme.com/promos/reeses.

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 over 30 countries through its unique network of fresh doughnut shops, partnerships with leading retailers, and a rapidly growing Ecommerce and delivery business with nearly 12,000 fresh points of access. 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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Beginning Feb. 20 for a limited time at participating shops across the U.S., *Krispy Kreme's* new REESE'S Salty Sweet Dozen features three doughnuts with all-new ingredients, including pretzels, potato sticks and even salted caramel icing:

- **REESE'S Salty Sweet Crunch Doughnut:** A shell doughnut filled with REESE'S® peanut butter Kreme™ filling, dipped in REESE'S® peanut butter icing, drizzled in HERSHEY'S® milk chocolate icing and topped with sea salt praline pretzels.
- **REESE'S Salty Sweet Crisp Doughnut:** An Original Glazed® doughnut dipped in HERSHEY'S® milk chocolate icing, topped with potato sticks, a drizzle of milk chocolate icing and REESE'S® peanut butter sauce plus a dollop of REESE'S® peanut butter Kreme™ filling.
- **REESE'S Outrageous Doughnut:** An Original Glazed® doughnut

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Source: Krispy Kreme