KRISPY KREME® Gives America a ‘Sweet New Deal’ Beginning National Doughnut Day, June 3

May 31, 2022

Guests receive a FREE Doughnut of Choice on June 3, plus FREE Original Glazed doughnuts during Hot Light hours throughout summer, and ‘Beat the Pump’ dozens return each Wednesday through Labor Day!

CHARLOTTE, N.C.--(BUSINESS WIRE)--May 31, 2022-- America, *Krispy Kreme* has a “Sweet New Deal” for you. And it begins this Friday, June 3 – National Doughnut Day.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20220531005082/en/



Guests receive a FREE Doughnut of Choice on June 3, plus FREE Original Glazed doughnuts during Hot Light hours throughout summer, and ‘Beat the Pump’ dozens return each Wednesday through Labor Day! (Graphic: Business Wire)

In these difficult economic times, *Krispy Kreme’s* “Sweet New Deal” delivers a bit of everyday joy for guests and a chance to share with others – from National Doughnut Day through Labor Day, including:

- A FREE doughnut of choice (no purchase necessary) and $1 Original Glazed dozens with the purchase of any dozen on National Doughnut Day to celebrate and enjoy the biggest doughnut day of the year with family, friends and co-workers.
- A FREE Original Glazed® doughnut at all shops that have a Hot Light any time the Hot Light is on – every day, every night – no purchase necessary, through Labor Day.
- And the return of *Krispy Kreme’s* popular “Beat the Pump” promotion, setting the price for a dozen Original Glazed doughnuts based on the national average price of a gallon of regular gasoline, each Wednesday, June 8 through Aug. 31.

“We love our tradition of giving fans any doughnut they want on National Doughnut Day. But with inflation on gas prices and everything else showing no signs of easing, we hope to brighten everyone’s day, every day, this summer with our Sweet New Deal, whether it’s stopping by to grab a free hot, fresh Original Glazed doughnut for yourself or picking up a dozen on Wednesdays for the same price as a gallon of gas,” said Dave Skena, Chief Marketing Officer for *Krispy Kreme*.

Krispy Kreme’s Hot Light is legendary, signaling to doughnut lovers online and on the road that hot, fresh iconic Original Glazed doughnuts are rolling off the glazer. Beginning June 8, the Hot Light being on also means that all guests can sample one of those delicious Original Glazed doughnuts for free – every day through Labor Day. Hot Light hours vary by shop; fans can check www.krispykreme.com/locate/location-search for their local shop, download the *Krispy Kreme* app for Hot Light alerts and, of course, be on the lookout when passing by a shop for the illuminated Hot Light.

Krispy Kreme first offered “Beat the Pump” in April when the national average price of a gallon of regular gasoline exceeded $4. Beginning June 8, *Krispy Kreme* will set the price for an Original Glazed dozen every Wednesday based on the national average price of a gallon of regular gasoline in the United States on the Monday of every week. Guests can get up to two dozen Original Glazed doughnuts at participating shops, via drive-thru and for pick-up by ordering online and through the *Krispy Kreme* app. *Krispy Kreme* will alert fans to the price by posting it on Facebook, Instagram and Twitter, as well as at www.krispykreme.com/offers/beatthepump.

Share how you’re celebrating National Doughnut Day with your favorite *Krispy Kreme* doughnut by using #KrispyKreme and

tagging @krispykreme. For more information on *Krispy Kreme's* National Doughnut Day offers, visit www.krispykreme.com/promos/nationaldoughnutday.

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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Tricia Moore
Tricia.moore@fleishman.com

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