KRISPY KREME® Taps ‘Strategic Doughnut Reserve’ to Help Guests Beat the Pump on Wednesdays

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Brand to price Original Glazed® Dozens at the national average for a gallon of regular gasoline on Wednesdays

CHARLOTTE, N.C.--(BUSINESS WIRE)--Apr. 11, 2022-- To leave a sweeter taste in motorists’ mouths as they feel the pain at the pump, *Krispy Kreme* announced today that it is tapping its “strategic doughnut reserve” and will price a dozen Original Glazed ® Doughnuts at the United States national average for a gallon of regular gasoline on Wednesdays, beginning April 13 at participating shops throughout the U.S.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20220411005313/en/



Krispy Kreme to price Original Glazed Dozens at the national average for a gallon of regular gasoline on Wednesdays (Photo: Business Wire)

“While Americans deal with the rising PPG – price per gallon – of gasoline, we’re lowering our PPOG – price per Original Glaze,” said Chief Marketing Officer Dave Skena. “Inflation and high gasoline prices are serious and forcing families to make tough tradeoffs. We know that despite the high gas prices people have to be out and about anyway. So, for the next several Wednesdays, we hope providing a little doughnut deflation will allow them to share some smiles during a difficult time. A dozen Original Glazed Doughnuts for the price of a gallon of gas will help our fans make midweek a little sweeter for their friends and family.”

Krispy Kreme will set the price for an Original Glazed dozen each Wednesday, April 13 through May 4, based on the national average price of a gallon of regular gasoline in the United States on the Monday at the beginning of the week. *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.

Guests can get up to two dozen Original Glazed Doughnuts, each for the price of a gallon of gas, in participating shops, via drive-thru and for pick-up by ordering online and through the Krispy Kreme app.

Share how you’re enjoying *Krispy Kreme’s* “Beat the Pump” Original Glazed dozens by using #KrispyKreme and tagging @krispykreme. Learn more about *Krispy Kreme’s* “Beat the Pump” by visiting www.krispykreme.com/offers/beatthepump.

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.

Limit 2 redemptions per guest. Original Glazed® Dozen offer valid in shop, online for pickup, and drive thru only in participating US and Canada locations and is subject to product availability (which may vary by market). Not valid in Times Square. Valid only

on 4/13/2022, 4/20/2022, 4/27/2022 & 5/4/2022. The United States of America national gas average price data will be pulled from www.gasprices.aaa.com on the Monday prior to Wednesday availability. While supplies last. Void where prohibited. Not redeemable at grocery or convenience stores. Customer pays any sales tax. ©2022 Krispy Kreme Doughnut Corp.

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