



KRISPY KREME® ‘Sprinkles a Little Love’ with New Valentine’s Day Collection Beginning Jan. 31

January 31, 2022

Four new heart-shaped doughnuts come in a limited-edition dozen box that features real valentines

CHARLOTTE, N.C.--(BUSINESS WIRE)--Jan. 31, 2022-- With so much stress and strife in the world these days, there’s still love. And *Krispy Kreme* is giving everyone a sweet, adorable and simple way to “sprinkle a little love” with an all-new Valentine’s Day doughnut collection in a custom dozen box that features built-in valentines.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220131005181/en/>



Four new heart-shaped doughnuts come in a limited-edition dozen box that features real valentines (Photo: Business Wire)

Available beginning Jan. 31 for a limited time at participating shops across the U.S., the four new heart-shaped doughnuts are filled with beloved flavor combinations and feature *Krispy Kreme*’s new Valentine’s Day mascots – an adorable bear and his best bee buddy:

- **Beary Best Valentine Doughnut:** dipped in chocolate icing and chocolate sprinkles, decorated like a teddy bear with Chocolate KREME™ and icing.
 - **Bee Mine Doughnut:** with Strawberries & KREME™ filling, dipped in red icing and decorated with pink icing and a bee sugar piece.
 - **Cookie to My KREME™ Doughnut** filled with Cookies & KREME™, dipped in white icing, decorated with a chocolate icing drizzle and topped with a confetti heart sprinkle blend.
- **My Batter Half Doughnut:** filled with cake batter, dipped in pink icing and decorated with heart sprinkles.

Krispy Kreme’s Valentine’s Day custom dozen box includes two perforated, pop-out valentines, featuring the brand’s Valentine’s Day bear and bee, making it easy for guests to share not only doughnuts but some kind words.

“It’s been rough lately. Sharing a little love goes a long way. We want to offer everyone a sweet, simple way to do just that,” said Dave Skena, Chief Marketing Officer of *Krispy Kreme*. “And don’t worry, we took care of the Valentine’s Day cards, too. They’re built right into the box.”

Krispy Kreme’s Valentine’s Day collection is available for pick-up or delivery via *Krispy Kreme*’s app and website.

Show us how you are sprinkling a little love using #KrispyKreme and tagging @krispykreme on social media. Learn more about *Krispy Kreme*’s new Valentine’s Day collection by visiting www.krispykreme.com/promos/valentinesday.

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).

View source version on [businesswire.com](https://www.businesswire.com): <https://www.businesswire.com/news/home/20220131005181/en/>

Tricia Moore

tricia.moore@fleishman.com

Source: Krispy Kreme