



KRISPY KREME® Sweetens Season with NEW Apple Cider Original Glazed® Doughnut and Fall & Football Dozen

September 9, 2026

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CHARLOTTE, N.C.--(BUSINESS WIRE)--Sep. 9, 2026-- Fall flavors are here and football is back – and Krispy Kreme® is making both even sweeter. Beginning Thursday, Sept. 10, fans can enjoy the NEW **Apple Cider Original Glazed® Doughnut** and a **Fall & Football Dozen** made for game day gatherings, watch parties and all the delicious moments of the season.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260909499646/en/>

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And there's an even sweeter reason to huddle up: for **four days only, Sept. 10 through 13**, guests can score a dozen **Apple Cider**

Original Glazed® Doughnuts for just \$5 with the purchase of any dozen at regular price at participating Krispy Kreme shops.

Following the success of Krispy Kreme's Original Glazed® Blueberry Flavored Doughnut offered in July, the new **Apple Cider Original Glazed® Doughnut** brings another craveable seasonal flavor to Krispy Kreme's signature glaze. Made with apple cider dough, spiced with cinnamon and finished with Krispy Kreme's iconic glaze, it delivers the warm, nostalgic taste of apple cider in every bite.

Krispy Kreme is also getting into the game with the new **Fall & Football Dozen**, a lineup of four fan-favorite doughnuts to celebrate kickoff of the football season.

- **4 Football Doughnuts** – a football-shaped unglazed shell filled with smooth, white Kreme™, dipped in chocolate icing and finished with white icing football laces.
- **3 Pumpkin Spice Cake Doughnuts** – an Original Glazed® Old Fashioned cake doughnut featuring pumpkin spice flavor.
- **2 Maple Cheesecake Doughnuts** – an unglazed shell doughnut filled with cheesecake Kreme™, dipped in maple icing and topped with graham-flavored crunch and maple drizzle.
- **3 Original Glazed® Doughnuts** – Krispy Kreme's iconic Original Glazed® Doughnut, hot, fresh and melt-in-your-mouth delicious.

"Fall is full of rituals people look forward to – apple cider, game day, watch parties and sharing moments with friends," said Alison Holder, Chief Product and Brand Officer at Krispy Kreme. "With Apple Cider Original Glazed® and our Fall & Football Dozen, we're giving fans a delicious new way to celebrate the season, whether they're heading to a tailgate or settling in for kickoff."

The Apple Cider Original Glazed® Doughnut and Fall & Football Dozen join Krispy Kreme's [Autumn Seasonal Collection](#), introduced in August and featuring seasonal doughnuts and beverages inspired by the flavors and comforts of fall.

Visit Krispy Kreme's shop locator to find a shop near you and share how you're celebrating fall and football with Krispy Kreme by using #KrispyKreme and tagging @krispykreme on social media.

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 more than 40 countries through its unique network of fresh doughnut shops, partnerships with leading retailers, and a rapidly growing digital 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 [KrispyKreme.com](https://www.krispykreme.com) and follow us on social: [X](#), [Instagram](#) and [Facebook](#).

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