



Trick or Tweet! KRISPY KREME® Teams Up with Warner Bros. for a Deliciously Mischievous and Looney Halloween

October 5, 2026

All-new Halloween collection brings Bugs Bunny™, Tweety™, Sylvester™, Taz™ and Lola Bunny™ Krispy Kreme doughnuts for the first time, beginning Oct. 6

CHARLOTTE, N.C.--(BUSINESS WIRE)--Oct. 5, 2026-- What's up, doughnut?

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This Halloween, Krispy Kreme® is teaming up with Warner Bros. Discovery Global Consumer Products to bring fans for the first time ever a playfully spooky collection of

doughnuts inspired by some of the world's most iconic Looney Tunes™ animated characters.

Beginning Tuesday, Oct. 6 for a limited time at participating shops across the U.S., the new **Looney Tunes™ Halloween Collection** brings Bugs Bunny™, Tweety™, Sylvester™, Taz™ and Lola Bunny™ to Krispy Kreme doughnut case – dressed up for Halloween and ready to make spooky season a whole lot sweeter:

- **Bugs Bunny™ Doughnut**– an unglazed shell doughnut filled with chocolate dulce Kreme™, dipped in red dulce icing and topped with chocolate drizzles, bat sprinkles and a Bugs Bunny™ Vampire sugar piece.
- **Tweety™ and Sylvester™ Doughnut**– an Original Glazed® doughnut dipped in candy corn flavored icing and confetti sprinkle, topped with a Tweety™ & Sylvester™ Pumpkin sugar piece
- **Taz™ Doughnut**– an unglazed shell doughnut filled with OREO cookies & Kreme™, dipped in chocolate icing and OREO pieces and topped with green icing drizzles and a Taz™ Mummy sugar piece.
- **Lola Bunny™ Doughnut**– an Original Glazed® doughnut with a purple buttercreme flavored swirl, gold stars, and a Lola Bunny™ sugar piece.

“Looney Tunes™ characters have entertained generations of fans with their fun, laughter and mischief, making them a perfect match for Krispy Kreme this Halloween,” said Alison Holder, Krispy Kreme Chief Brand and Product Officer. “This collection captures that playful Looney Tunes spirit in a delicious way, with dozens made for sharing and making Halloween parties, gatherings and spooky season celebrations a little sweeter.”

The Looney Tunes™ Halloween Collection is available in-shop and for pickup or delivery via Krispy Kreme's app and website. Guests can also enjoy some of the doughnuts in the collection in a Krispy Kreme 6-pack delivered fresh to select retailers. Visit krispykreme.com/locate/location-search#grocery to find a U.S. shop or retailer near you.

Share how you're enjoying Krispy Kreme's Looney Tunes™ Halloween Collection by using #KrispyKreme and tagging @krispykreme on social media. To learn more about this limited-time collection, visit www.krispykreme.com/promos/halloween.

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 and follow us on social: [X](#), [Instagram](#) and [Facebook](#).

About Looney Tunes

Looney Tunes is a zany world filled with iconic characters like Bugs Bunny, Daffy Duck, Tweety, and Lola Bunny and packed with rapid-fire humor, clever references and boundless energy. Debuting as theatrical shorts nearly a century ago, Looney Tunes has evolved into a global pop culture powerhouse spanning feature films, television series, games, consumer products, themed entertainment and more.

About Warner Bros. Discovery Global Consumer Products

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery's Revenue & Strategy division, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

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