



KRISPY KREME® Gives Original Glazed® an Orange Glow-Up and Gets All Jacked Up for Halloween with 10,000 Jack's Treat Dozen Passes

October 26, 2026

New "All Jacked Up Dozen" includes 12 Halloween-inspired orange-colored Original Glazed® doughnuts for just \$13

CHARLOTTE, N.C.--(BUSINESS WIRE)--Oct. 26, 2026-- Original Glazed® is getting a Halloween glow-up! Starting today, Krispy Kreme is putting a festive twist on its iconic doughnut with orange-colored dough in the new All Jacked Up Dozen, available for just \$13 through Thursday. It's the same melt-in-your-mouth Original Glazed® taste guests know and love, now dressed up for Halloween. And don't worry, the classic Original Glazed® isn't going anywhere!

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20261027939267/en/>



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But the treats don't stop there. On Friday and Saturday (Oct. 30-31), Krispy Kreme will surprise 10,000 randomly selected guests at participating U.S. shops with a Jack's

Treat Dozen Pass, a coupon redeemable for a FREE dozen Original Glazed® doughnuts with any purchase Nov. 1 through 14. Restrictions apply. Visit www.krispykreme.com/promos/halloween for complete details.

And because Halloween is better when everyone gets a treat, guests in costume at participating Krispy Kreme shops on Friday or Saturday get a FREE Original Glazed® or Classic Ring Doughnut, no purchase necessary. Limit one per guest. Whether you're a ghost, goblin or just really committed to your costume, Krispy Kreme has a treat for you.

The new All Jacked Up Dozen, which is available in-shop and via drive-thru and online for pickup and delivery, includes:

- **1 Mummy Jack Doughnut** – Inspired by a classic Halloween mummy, an orange-colored Original Glazed® doughnut dipped in icing, topped with white vanilla flavored buttercream icing and a green iced stem.
- **1 Jack O' Doughnut** – A jack-o'-lantern in doughnut form: an orange-colored Original Glazed® doughnut with orange icing, a chocolate icing face and a green iced stem.
- **1 Monster Jack Doughnut** – A monstrously fun, orange-colored Original Glazed® doughnut topped with orange icing, chocolate cookie pieces, chocolate icing stitches and a green iced stem.
- **9 Jack's Original Glazed® Doughnuts** – The fan-favorite Original Glazed® doughnut tinted in a festive orange color and finished with an icing drizzle.

Share how you're enjoying Krispy Kreme's "Jacked Up" Halloween treats this week by using #KrispyKreme and tagging @krispykreme on social media. To learn more about Krispy Kreme's Halloween offers, visit <https://www.krispykreme.com/promos/halloween/all-jacked-up>.

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](#).

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