KRISPY KREME® Marks Rare Friday the 13th World Kindness Day with 13-Cent Original Glazed® Dozens to Share

November 12, 2026

In a rare calendar coincidence, Friday the 13th falls on World Kindness Day for the first time since 2020 – and won't happen again until 2037

CHARLOTTE, N.C.--(BUSINESS WIRE)--Nov. 12, 2026-- This Friday, superstition meets sweetness. Friday the 13th falls on World Kindness Day and Krispy Kreme® is celebrating by turning the "unluckiest" day of the year into one of the kindest.

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For one day only Friday, Nov. 13, guests can buy any dozen at regular price and get a dozen Original Glazed® doughnuts for just 13 cents. Keep a dozen and spread the joy with the other.

"Friday the 13th may have an unlucky reputation, but we think it's the perfect day to make someone's day," said Alison Holder, Chief Brand and Product Officer at Krispy Kreme. "Sharing a dozen always has been one of the simplest ways to spread joy. This year, we're making it even easier to keep one, give one and turn an unlucky day into something special."

The 13-cent Original Glazed® dozen is available Friday at participating Krispy Kreme shops across the U.S., in-shop and for pickup or delivery through the Krispy Kreme app and website using promo code 13. Limit one 13-cent dozen per guest, while supplies last.

Guests looking to share something festive can pick from Krispy Kreme's Holiday Seasonal Collection, featuring Hot Cocoa, Sugar Cookie, and Caramel Toffee Cheesecake doughnuts, or enjoy a taste of Thanksgiving with Berry Cobbler, Caramel Pumpkin, Double Chocolate Crumble, and Cinnamon Apple Filled doughnuts. Both collections are available in-shop and through the Krispy Kreme app and website, individually and by the dozen, while supplies last.

Visit www.krispykreme.com/locate/location-search to find a shop near you.

Share your lucky act of kindness 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 and follow us on social: X, Instagram and Facebook.

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Liv Rockett
Liv.Rockett@omc.com

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