Rudolph the Red-Nosed Reindeer® Leads the Way with KRISPY KREME® This Holiday Season

November 24, 2026

Fans can enjoy three new doughnuts inspired by the beloved stop-motion characters in a festive custom dozens box

CHARLOTTE, N.C.--(BUSINESS WIRE)--Nov. 24, 2026-- The most famous reindeer of all is making a delicious holiday debut.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261124228201/en/

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Krispy Kreme® is bringing a little extra magic to the most wonderful time of the year, introducing the **Krispy Kreme x Rudolph® Christmas Collection**, inspired by the beloved 1964 stop-motion holiday classic *Rudolph the Red-Nosed Reindeer*.

Rudolph isn't flying solo. Bumble and Sam the Snowman are joining the fun, turning some of the season's most nostalgic characters into festive doughnuts made for sharing, celebrating and making new holiday memories.

Beginning Saturday, Nov. 28, fans can find the limited-time collection at participating Krispy Kreme shops nationwide, featuring three all-new character-inspired doughnuts, a returning holiday favorite and a custom collectible-style dozen box that's ready to make spirits bright:

- **NEW Rudolph® Doughnut** – Rudolph's festive look on an Original Glazed® doughnut, dipped in icing and a glittery Christmas garland sprinkle blend and topped with vanilla flavored frosting and a Rudolph® wreath.
- **NEW Bumble™ Doughnut**– Raspberry flavored filling inside an unglazed shell, dipped in vanilla flavored icing and finished with a vanilla flavored frosting garland, a white glitter sprinkle blend and a Bumble™ fondant piece.
- **NEW Sam the Snowman™ Doughnut**– A snowy take on an Original Glazed® doughnut, dipped in vanilla flavored icing and white chocolate curls, piped with a buttercreme Christmas tree and topped with a Sam the Snowman™ fondant piece.
- **Santa Belly Doughnut** – A returning holiday favorite, an unglazed shell filled with Cookies & Kreme™ filling, dipped in red icing, piped with a Santa belt and finished with a Santa Belt sugar piece.

"*Rudolph the Red-Nosed Reindeer* has been lighting up the holidays for generations, and now we're bringing a little of that magic to Krispy Kreme," said Alison Holder, Chief Product and Brand Officer at Krispy Kreme. "We love giving fans new ways to enjoy the traditions they grew up with, and this collection is all about bringing people together over something fun, festive and delicious."

The Krispy Kreme x Rudolph® Christmas Collection will be available in-shop and for pickup or delivery via Krispy Kreme's app and website, individually and in 6-packs, while supplies last. Visit www.krispykreme.com/locate/location-search to find a shop near you.

Share how you're enjoying the Krispy Kreme x Rudolph® Christmas Collection by using #KrispyKreme and tagging @krispykreme on social media. To learn more about this limited-time collection, visit www.krispykreme.com/promos/Rudolph-donuts.

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 Rudolph the Red-Nosed Reindeer®

The story of Rudolph the Red-Nosed Reindeer and his misfit friends is told through the longest-running and highest-rated holiday television special of all time. Rudolph shines bright at the core of holiday traditions for millions of families around the world through stage shows, immersive theme park and resort experiences, officially licensed consumer products, and special appearances.

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