



I Choose You! KRISPY KREME® Launches All-New Pokémon Doughnut Collection Featuring Five Beloved Pokémon

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Fans can sweeten celebration of 30 years of Pokémon with special-edition cups showcasing iconic Pokémon

CHARLOTTE, N.C.--(BUSINESS WIRE)-- Your next Pokémon adventure just got a whole lot sweeter. Krispy Kreme® is teaming up with The Pokémon Company International to celebrate 30 years of Pokémon with a new Pokémon Doughnut Collection, featuring five beloved Pokémon transformed into Krispy Kreme creations fans can catch and share.

Krispy_Kreme_x_Pokemon_Media_Image_1

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Beginning Tuesday, Aug. 18, for a limited time, Trainers and doughnut lovers can discover Krispy Kreme's new **Pokémon Doughnut Collection** at participating shops nationwide.

Catch five iconic Pokémon-inspired doughnuts with fun flavors or stock up on Poké Ball doughnuts before setting off on your next adventure:

- **Bulbasaur Doughnut** – an Original Glazed® doughnut dipped in vanilla flavored icing and topped with frosting and a Bulbasaur piece.
- **Charmander Doughnut** – an unglazed shell doughnut with chocolate and toasted marshmallow flavored filling, dipped in orange colored caramel icing and sparks of red and gold sugar, topped with a Charmander piece.
- **Squirtle Doughnut** – an Original Glazed® doughnut piped with cotton candy flavored buttercream, dipped in sanding sugar and nonpareils, and topped with a surfing Squirtle piece.
- **Pikachu Doughnut** – an unglazed shell filled with lemon flavored Kreme™ filling dipped in vanilla icing, decorated with electrifying drizzle and nonpareils, and topped with a Pikachu piece.
- **Jigglypuff Doughnut** – an Original Glazed® doughnut piped with strawberry flavored buttercream, sprinkled with strawberry flavored cookie, and topped with a Jigglypuff piece.
- **Poké Ball Doughnut** – an Original Glazed® doughnut dipped in vanilla flavored icing and red sprinkles, piped with chocolate icing.

The celebration doesn't stop with the doughnut collection! Krispy Kreme is marking 30 years of Pokémon with more can't-miss surprises:

- **Special-edition Pokémon cup** available in five exclusive Pokémon designs, filled with **10 Original Glazed® Gold Dots** for fans to catch and celebrate.
- A Pokémon Dozen served in **special edition packaging** featuring five iconic Pokémon, making every purchase a fun way to celebrate Pokémon.
- Fans who wear Pokémon attire to participating shops on Saturday, Aug. 22, can receive a **FREE Original Glazed® Doughnut**. Limit one per guest, in-shop and drive-thru only.

"We had so much fun bringing the world of Pokémon to life through doughnuts in a way only Krispy Kreme can," said Alison Holder, Chief Brand and Product Officer at Krispy Kreme. "From Pokémon-inspired creations and playful flavors to themed cups, special packaging and fan surprises, this collection is made to be caught and shared as we celebrate 30 incredible years of Pokémon."

Krispy Kreme's Pokémon Doughnut Collection will be available in-shop and for pickup or delivery via Krispy Kreme's app and website, individually and by the dozen. Fans can pre-order the dozen beginning Aug. 13 by visiting www.krispykreme.com/shop/menu. Additionally, Trainers can enjoy the collection in a Krispy Kreme 6-pack box in select retailers, featuring one Charmander Doughnut, Pikachu Doughnut, Jigglypuff Doughnut, and Poké Ball Doughnut, and two Original Glazed® Doughnuts. Visit www.krispykreme.com/locate/location-search to find a U.S. shop nearest you.

Embark on a flavorful adventure with Krispy Kreme's Pokémon Doughnut Collection and share your experience by using #KrispyKreme and tagging @krispykreme on social media. To learn more about this limited-time collection, visit www.krispykreme.com/promos/pokemon-doughnuts.

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](#).

About The Pokémon Company International

The Pokémon Company International manages the Pokémon property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world. For more information, please visit [Pokemon.com](https://pokemon.com).

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Liv Rockett

Liv.Rockett@omc.com

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