



KRISPY KREME® Introduces First-Ever Chocolate Glazed Minis

January 6, 2022

Beginning Jan. 7, guests can enjoy chocolate 'flavor on flavor on flavor' with four new Chocolate Glazed mini doughnuts, just in time for New Year's resolutions

CHARLOTTE, N.C.--(BUSINESS WIRE)--Jan. 6, 2022-- *Krispy Kreme* is giving fans a little indulgence packed with big chocolate flavor to help them conquer their cravings this new year: four all-new mini doughnuts glazed in chocolate for the first time.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220106005155/en/>



Beginning Jan. 7 and available for a limited time at participating shops across the U.S., *Krispy Kreme* fans can enjoy Chocolate Glazed mini doughnuts packed with a unique blend of chocolate "flavor on flavor on flavor." Chocolate being a top "crave flavor" during New Year's resolutions, these all-new doughnuts arrive just in time to help fans stay on track:

- **Mini Chocolate Glazed Cake Batter Doughnut:** A mini Chocolate Glazed doughnut dipped in chocolate icing, topped with rainbow confetti and finished with a delicious dollop of cake batter KREME™.
- **Mini Chocolate Glazed Cookies & KREME™ Doughnut** A mini Chocolate Glazed doughnut topped with Cookies & KREME™ filling and sprinkled with cookie crumbs.
- **Mini Chocolate Glazed Peanut Butter Doughnut:** A mini Chocolate Glazed doughnut drizzled with peanut butter sauce and topped with a dollop

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of peanut butter KREME™.

- **Mini Chocolate Glazed Doughnut:** Our iconic doughnut made mini and covered in chocolate glaze.

"A small, occasional treat may help you stick to those New Year's resolutions. So, we packed a ton of flavor into our new Chocolate Glazed minis to make sure your treat is not just worth it but is next-level awesome," said Dave Skena, Chief Marketing Officer of *Krispy Kreme*.

Krispy Kreme will make Fridays in January even more flavorful with new offers on "Flavor Fridays," when guests can purchase a box of four mini doughnuts for \$4 on Jan. 14 and purchase a box of 16 Chocolate Glazed minis or Original Glazed® minis for \$7.99 on Jan. 21 and 28.

Show us how you're enjoying the flavor on flavor on flavor of *Krispy Kreme's* new Chocolate Glazed minis by using #KrispyKreme and tagging @krispykreme on social media. Learn more about *Krispy Kreme's* new Chocolate Glazed minis and Flavor Fridays by visiting www.krispykreme.com/promos/chocolateglazedminis.

About Krispy Kreme

Headquartered in Charlotte, N.C., *Krispy Kreme* (NASDAQ: DNUT) 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 over 30 countries through its unique network of doughnut shops, partnerships with leading retailers, and a rapidly growing e-Commerce and delivery 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 www.KrispyKreme.com, or on one of its many social media channels, including www.facebook.com/KrispyKreme, and www.twitter.com/KrispyKreme.

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