



KRISPY KREME® Brings Back Pumpkin Spice Earlier than Ever

August 4, 2022

Beginning Aug. 8, fans can enjoy six pumpkin spice doughnuts and beverages, including new Pumpkin Spiced Latte Swirl Doughnut and Pumpkin Spice Iced Coffee

CHARLOTTE, N.C.--(BUSINESS WIRE)--Aug. 4, 2022-- Pumpkin spice season is arriving earlier than ever at *Krispy Kreme*® and there's a latte more to love (literally), including the all-new Pumpkin Spice Latte Swirl Doughnut – a delicious take on the beverage that started it all – and new Pumpkin Spice Iced Coffee.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220804005357/en/>



Krispy Kreme is officially kicking off pumpkin spice season Aug. 8 – a month earlier than the brand did in 2021. The updated lineup also welcomes the return of several fan favorites: the Pumpkin Spice Original Glazed® Doughnut, Pumpkin Spice Original Filled Cheesecake Doughnut and Pumpkin Spice Cake Doughnut.

“Sure, pumpkin spice is generally associated with fall, but true fans of the flavor will agree that August is close enough! So, we’re pulling fall forward, enabling our guests to indulge and enjoy early with delicious pumpkin spice doughnuts and drinks, including our Pumpkin Spice Latte, which you can get iced or frozen, by the way,” said Dave Skena, Global Chief Brand Officer for *Krispy Kreme*.

Krispy Kreme’s full pumpkin spice lineup is available beginning Aug. 8 at participating shops:

Beginning Aug. 8, fans can enjoy six pumpkin spice doughnuts and beverages, including new Pumpkin Spiced Latte Swirl Doughnut and Pumpkin Spice Iced Coffee. (Photo: Business Wire)

- **NEW Pumpkin Spice Latte Swirl Doughnut:** A Pumpkin Spice

Doughnut dipped in a pumpkin spice/sugar blend and topped with a swirl of vanilla and coffee buttercream.

- **Pumpkin Spice Original Glazed® Doughnut:** A classic Original Glazed doughnut with a pumpkin spice twist.
- **Pumpkin Spice Original Filled Cheesecake Doughnut:** A Pumpkin Spice Original Glazed doughnut with creamy cheesecake filling decorated with cheesecake icing.
- **Pumpkin Spice Cake Doughnut:** A perfectly spiced old-fashioned cake doughnut covered in iconic glaze.
- **Pumpkin Spice Latte:** A latte flavored with pumpkin pie sauce, topped with whipped cream and pumpkin spice seasoning – available hot, iced or frozen.
- **NEW Pumpkin Spice Iced Coffee:** Iced Coffee blended with pumpkin pie sauce.

Share how you’re enjoying *Krispy Kreme*’s Pumpkin Spice Collection earlier than ever by using #KrispyKreme and tagging @krispykreme. For more information on *Krispy Kreme*’s Pumpkin Spice Collection, visit www.krispykreme.com/promos/pumpkinspice22

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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