



Fall Lovers: Prepare to Fall for KRISPY KREME's® Autumn's Orchard Collection, including New Apple Fritter

September 19, 2022

Krispy Kreme celebrates the sights and senses of autumn with new flavors and a handmade apple fritter, all available beginning Sept. 19.

CHARLOTTE, N.C.--(BUSINESS WIRE)--Sep. 19, 2022-- Fall lovers can take a stroll through *Krispy Kreme's*® Autumn's Orchard beginning today, enjoying delicious new fall-flavored doughnuts and a handmade Apple Fritter, full of real apple chunks and generous amounts of cinnamon that is glazed to perfection.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220919005162/en/>



Available for a limited time at participating *Krispy Kreme* shops across the U.S., the Autumn's Orchard Collection is the perfect blend of orchard and favorite fall flavors, providing a bounty of sweetness:

- **NEW Apple Fritter:** Deliciously handmade with diced apples, apple filling and plenty of cinnamon.
- **NEW Maple Pecan Cheesecake Doughnut:** A doughnut with cheesecake-flavored filling, dipped in maple-flavored icing and topped with maple-flavored icing drizzles and an abundance of pecan pieces.
- **NEW Spiced Apple Filled Doughnut:** A doughnut tossed in cinnamon sugar with apple cider flavored filling.
- **Salted Caramel Brownie Doughnut:** An Original Glazed® Doughnut topped with salted caramel brownie batter flavored frosting, salted caramel drizzle, brownie bits and fall

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leaf sprinkles.

- **Pumpkin Spice Cake Doughnut:** The brand's popular glazed, old-fashioned pumpkin spice cake doughnut.

"Fall brings a bounty of apples and pecans and flavors of maple and pumpkin spice for us to enjoy," said Dave Skena, Global Chief Brand Officer for *Krispy Kreme*. "Our new Autumn's Orchard Collection has all of that and more. Just one bite of our new handmade fritter with real diced apples and generous amounts of cinnamon will make you a fan of fall if you're not already."

Guests can purchase the Apple Fritter individually or in a box of four. Doughnuts in the Autumn's Orchard Collection are available to purchase individually or in a specialty "Autumn's Lover's Dozen," which includes three each of the Maple Pecan Cheesecake, Spiced Apple Filled, Pumpkin Spice Cake and Salted Caramel Brownie doughnuts.

Share how you're enjoying favorite fall flavors with *Krispy Kreme's* Autumn's Orchard Collection by using #KrispyKreme and tagging @krispykreme. For more information on *Krispy Kreme's* Autumn's Orchard Collection, visit www.krispykreme.com/promos/autumnsorchard.

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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