KRISPY KREME® Giving Taxpayers ‘Sweet Tax Break’ on Tax Day, April 18

April 13, 2023

Guests who purchase an Original Glazed ® or Assorted dozen in shop will pay only sales tax for second Original Glazed ® dozen

CHARLOTTE, N.C.--(BUSINESS WIRE)-- With millions of inflation-deflated Americans expecting to either owe the government or receive a smaller income tax refund, *Krispy Kreme*® is cutting everyone a “sweet tax break” on dozens of delicious doughnuts.



Guests who purchase an Original Glazed® or Assorted dozen in shop will pay only sales tax for second Original Glazed® dozen. (Photo: Business Wire)

On Tax Day, Tuesday, April 18, guests who visit participating *Krispy Kreme* shops across the U.S. and purchase an Assorted or Original Glazed® dozen at regular price will only pay the sales tax on a second Original Glazed® dozen.

“Inflation is still really at work throughout the country and preparing your taxes is nothing but work. So, we think you deserve a sweet tax break,” said *Krispy Kreme* Global Chief Brand Officer Dave Skena.

Pricing in-shop for the second dozen will vary based on each state’s sales tax. There is a limit of two dozen per customer in-shop and a limit of one when ordering online for pickup or delivery via *Krispy Kreme’s* app and website.

Share how you’re enjoying a “sweet tax break” this Tax Day with *Krispy Kreme* doughnuts by using #KrispyKreme and tagging @krispykreme. For more information about this promotion, please visit www.krispykreme.com/offers/taxday.

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 over 30 countries through its unique network of fresh doughnut shops, partnerships with leading retailers, and a rapidly growing Ecommerce and delivery business with nearly 12,000 fresh points of access. 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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