KRISPY KREME'S® Adorable New Spring Mini Doughnuts are Perfect for Sharing a Lil' Sweetness this Spring

March 27, 2023

Beginning March 27, fans can try spring's cutest sweet treats inspired by the season's flowers and adorable baby critters, for a limited time

CHARLOTTE, N.C.--(BUSINESS WIRE)-- *Krispy Kreme*® is helping fans "share a lil' sweetness" this spring with newadorable and delicious Spring Mini doughnuts.



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(Photo: Business Wire)

Available in a custom, 16-count box beginning March 27 for a limited time at participating shops across the U.S., *Krispy Kreme's* Spring Minis include four sweet and colorful doughnuts inspired by the season's flowers and most adorable baby critters:

- **NEW Mini Bouncing Bunny Doughnut:** Mini Original Glazed® Doughnut dipped in green icing and topped with a dollop of vanilla flavored buttercreme frosting and two bunny feet sugar pieces.
- **NEW Mini Diving Duck Doughnut:** Mini Original Glazed® Doughnut dipped in blue icing, sprinkled with white nonpareils, topped with a dollop of yellow buttercreme frosting and two orange buttercreme duck feet.
- **NEW Mini Daffodil Doughnut:** Mini Original Glazed® Doughnut dipped in yellow icing and yellow sanding sugar, topped with a dollop of orange buttercreme frosting and decorated with a yellow icing flower.
- **Mini Chocolate Iced with Spring Sprinkles Doughnut:** Mini Original Glazed® Doughnut dipped in chocolate icing and topped with spring sprinkles.

"Spring is in the air and our new Spring Minis collection is here, so hop in to share a little sweetness with friends and family all season long," said *Krispy Kreme* Global Chief Brand Officer Dave Skena.

Krispy Kreme's Spring Minis are available in-shop and for pickup or delivery via *Krispy Kreme's* app and website.

Krispy Kreme is also offering an assortment of Spring Minis fresh daily at select grocery stores near *Krispy Kreme* shops. The 8-count box features Mini Chocolate Iced Doughnuts with Spring Sprinkles, Mini Strawberry Iced Doughnuts with Spring Sprinkles and Mini Original Glazed® Doughnuts at many local Walmart, Kroger, Food Lion, Publix, Stater Brothers, Wakefern and more stores. Visit http://www.krispykreme.com/locate to find a shop or grocery store location near you.

Show how you're "sharing a lil' sweetness" this spring and enjoying *Krispy Kreme's* new Spring Minis by using #KrispyKreme and tagging @krispykreme. Learn more about *Krispy Kreme's* Spring Minis by visiting http://www.krispykreme.com/promos/springminis.

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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Source: Krispy Kreme