AMSTERDAM

(City)

P7

1. Name and Address of Reporting Person\* JAB Investments S.a r.l.

(State)

NL 1019 GM

(Zip)

FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL 3235-0287 Estimated average burden 0.5 hours per response:

Instruc	tion 1(b).		Filed					Securities Ex ent Company			4		<u>  L</u>				
1. Name and Address of Reporting Person*  JAB Holdings B.V.				2. Issuer Name <b>and</b> Ticker or Trading Symbol Krispy Kreme, Inc. [ DNUT ]								Relationship of Reporting Person(s) to Issuer (Check all applicable)     Director X 10% Owner					
(Last) (First) (Middle) PIET HEINKADE 55				3. Date of Earliest Transaction (Month/Day/Year) 08/27/2021								Office below	er (give tit v)	le	Othe belo	er (specify w)	
(Street) AMSTERDAM P7 NL 1019 GM				4. If Amendment, Date of Original Filed (Month/Day/Year)							Line	6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person X Form filed by More than One Reporting					
(City)	(St	ate) (Z	ip)									Perso	on				
		Table	I - Non-Deriva	tive Se	curities	Acq	uired	l, Dispose	d of, o	or Bene	ficial	ly Own	ed				
Da			2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5			5)	5. Amou Securitie Benefici Owned Followin Reporte	es ally ig	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
						Code	v	Amount	(A) or (D)	Price		Transaci (Instr. 3	tion(s)				
Common Stock, par value \$0.01 per share			08/27/2021			P		131,562 <sup>(1</sup>	A	\$16.9	\$16.9781 <sup>(2)</sup>		7,695,581		<b>)</b> <sup>(3)</sup>		
Common Stock, par value \$0.01 per share			08/30/2021			P		42,873 <sup>(4)</sup>	A	\$16.9279 <sup>(5)</sup>		7,738,454		D <sup>(3)</sup>			
Common Stock, par value \$0.01 per share											62,142,733		I I		JAB Indulgence B.V. <sup>(6)</sup>		
		Tak	ole II - Derivati (e.g., pu					Disposed ons, conv				/ Owne	d				
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transacti Code (Ins 8)	on of Deriving Security (A) of Disport of (D	Number 6. Date Expira (Month curities equired ) or sposed (D) sstr. 3, 4		e Exercisable and tion Date n/Day/Year)		Amount of Securities		3. Price of Derivative Security Instr. 5) Benefic Owned Following Report Transa (Instr. 4)		ive ies Form: Cially Direct ( or Indir or Indir ed ction(s)		Beneficial Ownership ect (Instr. 4)	
				Code V	(A)		Date Exerci	Expir		Amo or Num of itle Shai	ber						
	nd Address of oldings B	Reporting Person*	•	,				,	,	,	•					,	
(Last) PIET HE	EINKADE 5	(First)	(Middle)														
(Street) AMSTERDAM P7 NL 1			NL 1019 GM	1													
(City) (State) (Zip)																	
	nd Address of dulgence	Reporting Person* B.V.															
(Last) PIET HE	EINKADE 5	(First)	(Middle)														

,								
(Last)	(First)	(Middle)						
4, RUE JEAN MONNET								
(Street)								
LUXEMBOURG	N4	L-2180						
(City)	(State)	(Zip)						
1. Name and Address of Reporting Person*								
JAB Holding C	AB Holding Co s.a r.l.							
(Last)	(First)	(Middle)						
4, RUE JEAN MONNET								
,								
(Street) LUXEMBOURG	N4	L-2180						
(City)	(State)	(Zip)						
Name and Address of Reporting Person*								
Joh. A. Benckis	ser B.V.							
(Last)	(First)	(Middle)						
OOSTERDOKSSTRAAT 80								
(Street)	D.7	1011DV						
AMSTERDAM 	P/	1011DK						
(City)	(State)	(Zip)						
Name and Address of Reporting Person*								
Agnaten SE								
(Last)	(First)	(Middle)						
4, RUE JEAN MO		(Madie)						
-								
(Street) LUXEMBOURG	N/A	L-2180						
LUXEMBOURG	114	L-2100						
(City)	(State)	(Zip)						
1. Name and Address of Reporting Person*								
<u>Lucresca SE</u>								
(Last)	(First)	(Middle)						
4, RUE JEAN MO	, ,	,						
TOP 10								
(Street)								
LUXEMBOURG	N4	L-2180						
(City)	(State)	(Zip)						

## Explanation of Responses:

- $1.\ On\ August\ 27,\ 2021,\ JAB\ Holdings\ B.V.\ purchased\ shares\ of\ Common\ Stock,\ par\ value\ \$0.01\ per\ share\ (the\ "Shares"),\ of\ Krispy\ Kreme,\ Inc.\ ("Krispy\ Kreme")\ in\ open\ market\ transactions.$
- 2. The price reported in Column 4 is a weighted average price. These Shares were purchased at prices ranging from \$16.8400 to \$17.0000, inclusive. The Reporting Persons undertake to provide to Krispy Kreme, any security holder of Krispy Kreme or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of Shares purchased at each separate price within the range.
- 3. These Shares are held and beneficially owned by JAB Holdings B.V., a direct or indirect subsidiary of each other Reporting Person herein (other than JAB Indulgence B.V.). As such, each other Reporting Person herein (other than JAB Indulgence B.V.) may be deemed a beneficial owner of Shares held by JAB Holdings B.V. Each such Reporting Person disclaims beneficial ownership of such Shares, except to the extent of its pecuniary interests therein.
- $4.\ On\ August\ 30,\ 2021,\ JAB\ Holdings\ B.V.\ purchased\ Shares\ of\ Krispy\ Kreme\ in\ open\ market\ transactions.$
- 5. The price reported in Column 4 is a weighted average price. These Shares were purchased at prices ranging from \$16.8400 to \$17.0000, inclusive. The Reporting Persons undertake to provide to Krispy Kreme, any security holder of Krispy Kreme or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of Shares purchased at each separate price within the range.
- 6. These Shares are held and beneficially owned by JAB Indulgence B.V., a direct or indirect subsidiary of each other Reporting Person herein. As such, each other Reporting Person herein may be deemed a beneficial owner of Shares held by JAB Indulgence B.V. Each such Reporting Person disclaims beneficial ownership of such Shares, except to the extent of its pecuniary interests therein.

/s/ Joachim Creus, Director of
JAB Indulgence B.V.; /s/
Frank Engelen, Director of
JAB Indulgence B.V.
/s/ Joachim Creus, Director of
JAB Holdings B.V.; /s/ Frank

Engelen, Director of JAB Holdings B.V. /s/ Joachim Creus, Manager of JAB Investments s.a r.l.; /s/ 08/31/2021 Philippe Chenu, Manager of JAB Investments s.a r.l. /s/ Constantin Thun, Manager of JAB Holding Company s.a r.l.; /s/ Joachim Creus, 08/31/2021 Manager of JAB Holding Company s.a r.l. /s/ Joachim Creus, Director of Joh. A. Benckiser B.V.; /s/ 08/31/2021 Frank Engelen, Director of Joh. A. Benckiser B.V. /s/ Joachim Creus, Authorized 08/31/2021 Representative of Lucresca SE /s/ Joachim Creus, Authorized 08/31/2021 Representative of Agnaten SE

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.