

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

February 27, 2023
Date of Report (Date of earliest event reported)



Krispy Kreme, Inc.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

001-40573
(Commission File Number)

37-1701311
(IRS Employer Identification No.)

2116 Hawkins Street, Charlotte, North Carolina 28203
(Address of principal executive offices)

(800) 457-4779
(Registrant's telephone number, including area code)

N/A
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-14(c) under the Exchange Act (17 CFR 240.13e-14(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol	Name of each exchange on which registered
Common stock, \$0.01 par value per share	DNUT	NASDAQ Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On February 27, 2023, McDonald's USA, LLC announced an expanded market test with Krispy Kreme, Inc. (the "Company"). Attached as Exhibit 99.1 is a copy of such announcement as it is available on the Company's website at investors.krispykreme.com/news/news-releases.

The information contained in this Item 7.01, including Exhibit 99.1, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or incorporated by reference in any filing under the Securities Act of 1933, as amended (the "Securities Act"), or the Exchange Act, except as expressly set forth by specific reference in such a filing.

Item 9.01. Financial Statements and Exhibits.

The following exhibits are filed with this Current Report on Form 8-K:

Exhibit No.	Description
99.1	Announcement of expanded market test dated February 27, 2023

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

KRISPY KREME, INC.

Dated: February 27, 2023

By: /s/ Cathy Tang

Name: Cathy Tang

Title: Chief Legal Officer



Krispy Kreme® and McDonald's Expand Operations Test

Things are getting even sweeter at McDonald's® restaurants in the Louisville-Lexington area! The Krispy Kreme® [market test](#) with McDonald's is expanding to approximately 160 locations across Louisville, Lexington and the surrounding area. As part of our omni-channel strategy, we're always looking for ways to get our customers more access to the fresh doughnuts they crave through our Delivered Fresh Daily network. We are thrilled that during this expanded test, our fans will be able to satisfy their sweet tooth at participating McDonald's locations in the area, all day in-restaurant, at the Drive Thru, via McDelivery® and on the McDonald's App. Take a look at the announcement below or directly on the McDonald's Newsroom [here!](#)

McDonald's USA Expands Test of Krispy Kreme® Doughnuts to Approximately 160 Louisville-Lexington Restaurants

Get a bite of this... next month, McDonald's is bringing Krispy Kreme® doughnuts to even more local restaurants with an expanded market test. Starting March 21, we'll be serving three Krispy Kreme fan faves – the Original Glazed® Doughnut, the Chocolate Iced with Sprinkles Doughnut and the Chocolate Iced Kreme™ Filled Doughnut – at approximately 160 locations across Louisville, Lexington and the surrounding area.

The expanded test will help us learn more about operational impact on a larger scale as well as explore customer demand. And this time around, there are even more ways for fans to satisfy their Krispy Kreme craving, with doughnuts available all day in-restaurant, at the Drive Thru, via McDelivery and on the McDonald's App.

They'll only be here for a limited time, while supplies last – so run, dough-nut walk to your nearest participating McDonald's to get a taste.

About McDonald's USA

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to millions of customers every day. Ninety-five percent of McDonald's approximately 13,500 U.S. restaurants are owned and operated by independent business owners. For more information, visit www.mcdonalds.com, or follow us on Twitter @McDonalds and on Facebook at www.facebook.com/mcdonalds.

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 fresh doughnut shops, partnerships with leading retailers, and a rapidly growing e-Commerce 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.
