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KRISPY KREME® Opening Times Square Flagship in 2020

Krispy Kreme Times Square Flagship at Broadway and 48th Street will feature hot, fresh doughnuts 24/7, world's largest Hot Light, new immersive and interactive digital experiences, and exclusive merchandise

WINSTON-SALEM, N.C. (June 10, 2019) – In early 2020, Times Square will be glowing brighter, hotter and sweeter than ever with the opening of the *Krispy Kreme* Times Square Flagship.

Krispy Kreme announced today that it will open the first-of-its-kind flagship in Times Square, delighting New Yorkers and tourists alike with the most awesome doughnut experience imaginable. Opening in early 2020, the shop will serve more guests annually than any other *Krispy Kreme* location in the world.

Within the shop's 4,500-square-foot retail space, *Krispy Kreme* will bring its iconic doughnut theater experience to life on the world stage. From the mixing of raw ingredients to the iconic glaze waterfall, *Krispy Kreme* Times Square Flagship will showcase the end-to-end doughnut making process, creating a wondrously delightful customer experience that is surpassed only by the first bite of *Krispy Kreme's* melt-in-your-mouth Original Glazed® Doughnuts just minutes later. And guests can take that first bite while sitting in the world's largest *Krispy Kreme* doughnut box with stadium-style seating, offering the perfect view of the doughnut theater across the shop.

"Our direction is to be the most loved sweet treat brand in the world. In the most iconic city in the world, the *Krispy Kreme* Times Square Flagship will showcase our brand on the global stage and inspire customer wonder. We love making awesome doughnuts – and New Yorkers deserve hot and fresh doughnuts!," said Michael Tattersfield, CEO and President of *Krispy Kreme* Doughnut Corporation.

The world's largest Hot Light will signal to the Times Square masses the making and serving of hot and fresh doughnuts 24 hours a day at the flagship, where immersive and interactive digital activations will provide guests both group and individual experiences. The flagship will also offer new, exclusive merchandise that celebrates both New York City and *Krispy Kreme* in a fresh and fun way.

To accommodate guests who are on the go, *Krispy Kreme* Times Square Flagship will offer numerous convenience features, including an exterior walk-up window where guests can purchase Original Glazed® Doughnut dozens, pre-packed assorted dozens and coffee. The



flagship will also offer an interior “grab-and-go” counter featuring pre-packed dozens of Original Glazed® Doughnuts, select assortments and merchandise.

About *Krispy Kreme* Doughnut Corporation

Krispy Kreme Doughnut Corporation is a global retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. *Krispy Kreme* is proud of its Fundraising program, which for decades has helped non-profit organizations raise millions of dollars in needed funds. *Krispy Kreme* doughnuts can be found in approximately 12,000 grocery, convenience and mass merchant stores in the U.S. The Company has nearly 1,400 retail shops in 33 countries. Connect with *Krispy Kreme* 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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