



## **OMG Krispy Kreme launches Doughnut Bites!**

*Original Glazed Doughnut goes bite size for a limited time*

They say the best things come in small packages, and Krispy Kreme doughnuts are no exception. From February 26<sup>th</sup> (a very important day in doughnut history), fans of the iconic Original Glazed doughnut can delight in a bite size box of joy with the launch of Krispy Kreme Doughnut Bites!

Made from the same melt-in-your-mouth OG recipe enjoyed by doughnut aficionados since 1937, the light and fluffy Bites are available in a snack size box of 8, perfect for gifting, sharing, or enjoying on the go!



And that's not all, for one happy Hot-Bite hour at Krispy Kreme factory stores each weekend, fans can snap up delicious warm OG Bites, but you'll need to act fast! A limited run of Hot Bites will be available every Saturday and Sunday at 1-2pm.

Available from 26<sup>th</sup> February- 8<sup>th</sup> April 2018, Doughnut Bites are priced at £3.95 for a box of 8 from all Krispy Kreme UK stores and cabinets. To find your nearest store, visit

[www.krispykreme.co.uk](http://www.krispykreme.co.uk)

**@KrispyKremeUK**  
**#BitesOfAwesome**

**-ENDS-**

For more information and hi-res imagery, please contact DeVries Global:

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### **Notes to Editors:**

- A box of 8 Doughnut Bites is priced at £3.95
- Available to purchase from the 26<sup>th</sup> February-8<sup>th</sup> April 2018 in Krispy Kreme UK stores and cabinets
- Krispy Kreme UK currently operates 105 stores and has a presence in over 890 cabinets with retail partners. It entered the UK market in October 2003 in London and has since opened Hotlight stores in Bristol, Bluewater, Edinburgh, intu Braehead, Enfield, Gateshead, Leeds,



Manchester, Peterborough, and Shannon Corner. To find your nearest store or cabinet go to [www.krispykreme.co.uk](http://www.krispykreme.co.uk)

- Krispy Kreme UK can be found at: [www.krispykreme.co.uk](http://www.krispykreme.co.uk)
- [www.facebook.com/krispykremeUK](https://www.facebook.com/krispykremeUK)
- @krispykremeUK
- Purchase your doughnuts online through Click and Collect: [www.krispykreme.co.uk/click-and-collect-doughnuts](http://www.krispykreme.co.uk/click-and-collect-doughnuts)