

EVERYONE'S MAKING A RACQUET ABOUT THE NEW KRISPY KREME DOUGHNUT

Krispy Kreme and Wimbledon: It's Love All

Submitted by: Mischief PR

Wednesday, 11 June 2008

Crack open the champers because the British summer is back and here at Krispy Kreme, we're celebrating by serving up a tennis-themed doughnut.

Get into the Wimbledon spirit with our new Strawberries and Kreme doughnut, launching this June. Crammed with scrumptious strawberry and cream filling, this delectable delight has been dipped in our special glaze before being gently sprinkled with strawberries. This is a tasty summer treat that even the British weather can't ruin...

But that's not all. We believe this champion doughnut deserves a doubles partner, so we're also introducing a new variety to our chillers range. Available in June and July, our Strawberries and Kreme chiller is made from a velvety vanilla cream with strawberry smoothie mix and is topped with whipped cream – ensuring you can stay cool in the summer sun.

The Strawberries and Kreme doughnut and chiller are available in all Krispy Kreme stores from June 2008 – just in time for the tennis season.

SW19-ng down to Krispy Kreme this summer and net one while you can...

- Ends -

For more information and images for Krispy Kreme please contact Barbara Normile or Jenine Creaney at Mischief PR on 020 7100 9999
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Notes to Editors:

- Strawberries & Kreme doughnut is available from 2nd June 2008 until 31st August 2008
- A single Strawberries & Kreme doughnut costs £1.35
- A single Original Glazed doughnuts costs £1.10 and a single filled doughnut costs £1.35
- An Original Glazed Dozen costs £7.45 and an Assorted Dozen costs £8.95
- A Double Dozen deal costs £13.95
- Chillers start from £2.45 (small) to £2.75 (large)

Founded in 1937 in Winston-Salem, North Carolina, United States of America, Krispy Kreme is a leading branded specialty retailer of premium quality doughnuts, including the signature Hot Original Glazed. Krispy Kreme can be found at www.krispykreme.co.uk

Krispy Kreme is available at:

Bentalls Centre, Kingston
Bluewater Thames Walk

Brent Cross
Bromley, The Glades
Canary Wharf
Cheshunt, Hertfordshire
Enfield
Euston Station, London
Fulham Broadway, London
Gatwick Airport
Guildford
Harrods of London
Harrods 102 Brompton Road
Holborn
Lakeside
Liverpool Street Station
Liverpool Street Station
London Bridge
Luton Airport
Manchester, Piccadilly Gardens
Manchester, Trafford Park
Milton Keynes
New Maldon (Shannon Corner)
Oxford Castle
Paddington Station
Portsmouth
Portsmouth, Gunwharf Quays
Reading
Selfridges, Oxford Street
Selfridges, Birmingham
Slough
Southampton, West Quay
Stansted Airport
Terminal 3, Heathrow
Terminal 5, Heathrow
Watford

Watford Harlequin Centre

