

# **Krispy Kreme introduces new 'Throw Back' Party range. Get the party started and celebrate all things 90's with the new Party Ring, Chocolate Jazzie & Cookies & Kreme doughnuts**

Submitted by: DeVries Global

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This July, if you wanna go back, (back to nineteen ninety-nine!), look no further than Krispy Kreme's new Throw Back Party range, landing just in time for the summer holidays.

On July 8th Krispy Kreme is launching its gleefully nostalgic range reminiscent of every 90s kid's party spread... mmm(bop). But for those who can't wait until launch day, Krispy Kreme is holding a pre-launch party in its stores on Sunday 7th July where customers can be the first to try one of the new 90's inspired doughnuts for just 90p, as well as enjoying some classic board game fun! For those who can't get down to store, mobile gamers can play 90's inspired arcade games on Krispy Kreme UK Instagram and Facebook channels with a chance to win prizes.

The limited edition retro collection with a modern twist will take those with sweet memories of their childhood to (gangsta's) paradise, consisting of four party-treat inspired doughnuts:

- The Party Ring doughnut throws the Krispy Kreme classic original glazed back to the 90s by transforming it into two of the iconic party biscuits, dipped in candy floss icing
- The next re-invention is a pick 'n' mix favourite, the Chocolate Jazzie, filled with chocolate brownie batter, hand dipped in chocolate icing and finished with hundreds and thousands
- Inspired by a creamier biscuit, Cookies & Kreme is decorated with vanilla frosting and smothered in crunchy cookie pieces for an ultimate party classic
- Finally, Krispy Kreme is bringing back the taste of 90's summers with a new slushie and shake range including Tropical, Apple flavor slushies and an Oreo Kreme shake

Krispy Kreme are also helping to get the party started by offering customers the chance to buy any Throw Back Party doughnut and get another Throw Back Party doughnut FREE on Wednesday 10th July.

-ENDS-

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

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Notes to editors

- Krispy Kreme's Retro Party doughnuts available nationwide from 8th July- 25th August 2019
- Party Ring RRP GBP 1.75
- Jazzie RRP GBP 1.90
- Cookies and Kreme RRP GBP 1.90
- Apple and Tropical Slushy RRP GBP 3.10 (regular)
- Oreo Shake RRP GBP 3.30 (regular)
- Pre-launch event is available in the following theatre stores: Bluewater, Braehead, Bristol, Edinburgh, Enfield, Gateshead, Leeds, Manchester, Peterborough, and Shannon Corner. NOT available in our

Slough Theatre store. Products available at 90p in pre-launch offer are Party Rings, Jazzies and Cookies & Kreme. The offer is available on the 7th July 2019 only from 8pm until stocks last. Strictly subject to product availability, when they are gone they are gone! Limited to two single purchases per person from the new range at 90p each. Krispy Kreme UK reserves the right to change, cancel or amend offer at any time

- Krispy Kreme UK currently operates over 120 stores and has a presence in over 900 cabinets with retail partners. It entered the UK market in October 2003 in London and has since opened Theatre stores in Bristol, Bluewater, Edinburgh, intu Braehead, Enfield, Gateshead, Leeds, Manchester, Peterborough, Shannon Corner and Slough. 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)
- To find your nearest store go to: [www.krispykreme.co.uk/store-locator](http://www.krispykreme.co.uk/store-locator)
- 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)