

KRISPY KREME® AND HULU TEAM UP FOR LINEUP OF NEW MOVIE SNACKS DOUGHNUTS

February 17, 2025 *Krispy Kreme x Hulu: Movie Snacks Doughnuts* bring home cinema snack bar favorites, including popcorn and slushies **CHARLOTTE, N.C. (Feb. 17, 2025)** – Movie and doughnut fans can press “play” on flavor thanks to a one-of-a-kind collaboration between Krispy Kreme® and Hulu that’s bringing home four all-new doughnuts inspired by the cinema snack bar. Available for a limited time beginning Feb. 17, the Krispy Kreme x Hulu: Movie Snacks Doughnuts are perfectly cast to provide all the “snack-tion” of theater favorites like popcorn and slushies when you’re streaming a movie at home. These new doughnuts make watching sci-fi sweeter and add “nom-nom” to rom-coms: **Blue Raspberry Slush Doughnut:** an Original Glazed® doughnut dipped in blue raspberry flavored icing and blue sanding sugar. **Caramel Popcorn Doughnut:** an unglazed shell doughnut filled with caramel popcorn flavored Kreme™ filling, dipped in white icing and caramel popcorn and topped with red icing drizzles. **Cookie Dough Superstar Doughnut:** an unglazed shell doughnut filled with chocolate butterkreme™ flavored filling, dipped in chocolate flavored icing and topped with gold glitter sprinkles and cookie dough bites. **Candy Double Feature Doughnut:** an Original Glazed® doughnut dipped in white icing, topped with milk chocolate candy pieces and mini milk chocolate chips, and drizzled with chocolate flavored icing. “This first-ever collaboration with Hulu let’s our fans enjoy their favorite movie snack flavors with their favorite doughnut while streaming their favorite movie. That’s a good night!” said Dave Skena, Chief Growth Officer at Krispy Kreme. The Krispy Kreme x Hulu: Movie Snacks Doughnuts are available in-shop and for pickup or delivery via Krispy Kreme’s app and website, individually and by the dozen. You can also enjoy a selection of the doughnuts in a Krispy Kreme 6-pack box delivered fresh daily to select retailers.

Visit krispykreme.com/locate/location-search#grocery to find a shop or retailer near you. As part of the collaboration, Krispy Kreme is offering fans a chance to win a 1-year Hulu subscription. For more information, visit krispykreme.com/promos/moviesnacks/giveaway. To learn more about the new Krispy Kreme x Hulu: Movie Snacks Doughnuts, visit krispykreme.com/promos/moviesnacks Share how you’re streaming movies and doughnut sweetness with Krispy Kreme by using #KrispyKreme #Hulu and tagging @krispykreme @Hulu on social media. **About Krispy Kreme**