



Krispy Kreme Signature Coffee Fact Sheet

Key Facts:

- Since 1937, Krispy Kreme's world-famous doughnuts have been recognized for their uniquely delicious taste. And what goes better with our delicious doughnuts than the perfect cup of coffee?
- We are proud to introduce three NEW specially crafted Krispy Kreme Signature Coffee Blends worthy of our one-of-a-kind doughnuts.
- We listened to our customers, took our already great coffees and improved upon them, providing you three delicious new blends to suit every coffee drinker's taste.

Product Description: From medium to full-bodied flavor, each of our three new coffee blends offers a smooth, distinctive taste experience. Choose the blend that best suits your personal tastes and coffee drinking occasions.

Blends: All three Krispy Kreme Signature Coffee Blends are made with 100% Arabica Beans.

- **Krispy Kreme Signature House Blend:** A smooth, medium-bodied, Latin American blend with a balanced flavor profile for the everyday coffee drinker.
This blend features the following combination of coffee beans:
 - Brazilian 20.00%
 - Colombian 30.00%
 - Guatemalan 25.00%
 - Costa Rican Tarrazu 25.00%*{Pairs perfectly with any of our 20 Krispy Kreme doughnut varieties. Make it a special treat with a Hot Original Glazed® Doughnut.}*
- **Krispy Kreme Signature Dark Roast:** With a dark roasted, full-bodied flavor, this blend of African, Indonesian and Central American coffees was made for those who prefer a bolder coffee taste.
This blend features the following combination of coffee beans:
 - Costa Rican Tarrazu 40.00%
 - Yirgacheffe 30.00%
 - Sumatran 30.00%*{Pairs perfectly with a Krispy Kreme cake doughnut. Try it with our new Coffee Break Doughnut.}*
- **Krispy Kreme Signature House Decaf:** A decaffeinated blend of Columbian and Sumatran coffee with all the taste and none of the jitters.
This blend features the following combination of coffee beans:
 - Decaf Colombian / Central American 50.00%
 - Decaf Sumatran 50.00%*{Pairs perfectly with any filled doughnut variety. Make it an indulgent treat with a Glazed Raspberry Filled Doughnut.}*

Available Sizes: 12 OZ., 16 OZ., 20 OZ., 12 OZ. RETAIL BAG, BREW BOX (96 OZ.)

Available Locations: Available at participating Krispy Kreme U.S. and Canadian shops. Visit www.krispykreme.com for a location near you.

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