Krispy Kreme Creates The Nuttiest Doughnut Yet!

Friday 13 March, 2015

They say nothing goes together better than creamy milk chocolate and Reese's peanut butter but a new partnership between Krispy Kreme UK and Reese's is about to give peanut aficionados a treat to remember – introducing the new Limited Edition Krispy Kreme Peanut Butter Doughnut!

The new melt-in-the-mouth doughnut has been carefully crafted to ensure it delivers the perfect taste sensation. Filled with an indulgent Reese's peanut butter and hand-dipped in chocolate icing, each doughnut is topped with caramelised nuts and Reese's peanut butter drops.

"Reese's is delighted to be the first confectionery brand to create a Krispy Kreme doughnut of their own, the unique qualities of these two American brands are a match made in heaven and offer fans a truly delicious experience" says Shane Angus, Reese's Brand Manager at Euro Food Brands Ltd.

Alison Reeves, Marketing Manager at Krispy Kreme UK explains more about the link up, *"Reese's is one of the fastest growing confectionery brands in the UK, combine this with a scrumptious Krispy Kreme doughnut and a delicious creation is born, giving new and existing fans an indulgent treat to enjoy."*

Made fresh daily and expertly handcrafted, the Krispy Kreme Peanut Butter Doughnut is available until 29th March in all Krispy Kreme UK stores, priced at £1.90 each. The combination of two tasty American brands has created the perfect sweet, indulgent treat. Hurry there is limited stock, so get yours while they last!

ENDS

For more information, please contact the team at – krispykreme@devries-slam.com / 020 7067 0497

Note to editors

Krispy Kreme:

- The new Krispy Kreme Peanut Butter doughnut will be available in all Krispy Kreme UK stores until 29th March, priced at £1.90 each. The doughnut contains nuts and peanuts
- An Original Glazed Dozen costs £8.95, an Assorted Dozen (a selection of our 12 best sellers) costs £10.95 or to Choose Your Own Dozen (your selection from any of our range) costs £11.95
- Krispy Kreme UK currently operates 53 stores and has a presence in over 600 cabinets with retail partners. It entered the UK market in October 2003 in London and has since opened Hotlight stores in Bristol, Birmingham, Bluewater, Edinburgh, Enfield, Gateshead, Leeds, Manchester, Slough, Shannon Corner. To find your nearest store or cabinet go to **www.krispykreme.co.uk**
- Krispy Kreme UK can be found at www.krispykreme.co.uk /www.facebook.com/ krispykremeuk / @krispykremeUK
-

Media:



Related Sectors:

Food & Drink ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk