

# Krispy Kreme Launches 'Let's Go Choco'Mania!' Four New Mouth-Watering Doughnuts

Monday 23 March, 2015

Media:

Krispy Kreme is excited to announce the launch of Choco Mania, the ultimate chocolate indulgence for you to enjoy! Introducing a mouth-watering range of four new chocolate inspired doughnuts leaving chocolate lovers with a sweet sensation they'll never forget.

To get your taste buds racing, the delicious **Chocolate Hazelnut Kreme doughnut** is filled with a smooth hazelnut Kreme topped with a crunchy caramelised nut sprinkle and elegantly glazed with chocolate hazelnut.

Calling all chocoholics, the delectable **Krispy Kreme Triple Chocolate Cake** is the one for you! The doughnut is coated in rich white chocolate and hand decorated with a deliciously dark chocolate drizzle and chocolate sprinkles.

A tasty treat for all chocolatiers, the Krispy Kreme **Chocolate and Honeycombdoughnut** is filled with a decadent chocolate truffle Kreme topped with white Belgian chocolate and golden honeycomb pieces. Last but by no means least, the moreish **Chocolate Krispy** is our signature glazed ring delicately dipped in chocolate icing and sprinkled with chocolate crispearls sure to be enjoyed by all chocolate lovers.

Whether it's a personal indulgence or a shared experience, Choco Mania will add fun to any occasion. Made fresh daily and expertly handcrafted, the Choco Mania doughnut range is available from Monday 30th March in all Krispy Kreme stores and in-store cabinets, priced from £1.50 each.

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For more information, please contact the team at – [krispykreme@devries-slam.com](mailto:krispykreme@devries-slam.com) / 020 7067 0497

Note to editors

- The new Krispy Kreme Choco Mania doughnut range will be available in all Krispy Kreme UK stores, Tesco cabinets and Service Station cabinets from 30th March until the end of May 2015, priced from £1.50 each and £11.95 for a Choose Your Own Dozen
- Chocolate Hazelnut Kreme £1.90, Chocolate & Honeycomb £1.90, Triple Chocolate Cake £1.75, Chocolate Krispy £1.50
- An Original Glazed Dozen costs £8.45, 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](http://www.krispykreme.co.uk)
- Krispy Kreme UK can be found at [www.krispykreme.co.uk](http://www.krispykreme.co.uk) / [www.facebook.com/ krispykremeuk /](https://www.facebook.com/krispykremeuk/) @krispykremeUK



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