

Krispy Kreme® kicks off pumpkin spice season with new products

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Krispy Kreme is kicking off and sweetening Pumpkin Spice Season on Aug. 7 by releasing a collection of doughnuts that are mixed, stuffed, sprinkled and topped with more pumpkin spice, including the all-new Pumpkin Spice Cheesecake Swirl Doughnut and Pumpkin Spice Maple Pecan Doughnut.

For a limited time at participating shops, pumpkin spice fans will fall the hardest for four different doughnut tastes of their favourite spice, including:

NEW Pumpkin Spice Cheesecake Swirl Doughnut: A Pumpkin Spice Original Glazed doughnut swirled with decadent pumpkin buttercream icing and cream cheese icing, topped with a light dusting of cinnamon sugar.

NEW Pumpkin Spice Maple Pecan Doughnut: A Pumpkin Spice Original Glazed doughnut hand-dipped in rich maple icing and topped with perfectly crunchy candied pecan pieces.

Pumpkin Spice Original Glazed Doughnut: A seasonal icon, this Original Glazed doughnut brings just the right amount of pumpkin spice flavour in every melt-in-your-mouth bite.

Pumpkin Spice Cake Doughnut: One of our most anticipated seasonal fan-favourites, this glazed, old-fashioned pumpkin spice cake doughnut is the perfect combination of crumbly cake and pumpkin spice flavour.

Pumpkin spice fans can fall even harder with Krispy Kreme's returning Pumpkin Spice Latte made fresh-to-order hot, iced or frozen, and Pumpkin Spice Coffee, served hot or iced. The barista quality coffees are made from a limited-release pumpkin spice coffee blend, specially crafted with notes of pumpkin, nutmeg and cinnamon.

"Year after year, we fall in love all over again with pumpkin spice-flavoured treats, and this year pumpkin spice lovers will fall the hardest at Krispy Kreme," said Dave Skena, Global Chief Brand Officer for Krispy Kreme.