

2021 PROMO PLAN



Promotions	Specials (subject to change)	Scheduled Dates (subject to change)	Cost to Sign Up
Promo 1	\$5 for 1pc Fish + 5pc Shrimp	February 8 - April 4	Sign up by 12/7/20 to receive Promos 1-4 PLUS Bonus Promos 1 & 2; cost \$200
Promo 2	\$4 for Chicken Cracklins + 1 Biscuit + Small Fries	May 3 - June 27	Sign up by 3/22/21 to receive Promos 2-4 PLUS Bonus Promos 1 & 2; cost \$200
Bonus 1	\$14.99 Family Meal: 8pc Mix + 2 Small Sides + 4 Biscuits	ANYTIME between February - June 2021	Sign up by 3/22/21 to receive Bonus Promos 1 & 2
Promo 3	\$5 2pc Bone-in + Fries + Biscuit <i>Limit 1 breast · substitute ANY small side for 50¢ more</i>	July 26 - September 26	Sign up by 6/14/21 to receive Promos 3-4 PLUS Bonus Promo 2; cost \$100
Promo 4	3 for \$5 – Choose from: Corn Dog, Crisпитos®, Tender, Fries, Boudin Bite	October 25 - December 26	Sign up by 9/13/21 to receive Promo 4 PLUS Bonus Promo 2; cost \$50
Bonus 2	\$6.99 8pc Dark	ANYTIME between July - December 2021	Sign up by 9/13/21 to receive Bonus Promo 2

**DOUBLE
YOUR
MONEY!**

Operators are invited to opt in to the 2021 promotion package for \$200. This includes 4 quarterly promo kits and 2 semi annual bonus promo kits that retail at \$80 per kit! By participating and supporting the Krispy Krunchy® brand, you are eligible to receive a \$100 check* following each of the 4 quarterly promotions. Checks will be provided in person by your Krispy Krunchy® Marketing Partner.



*Maximum eligibility of \$400 – Must display the promotional graphics provided by KKC during the scheduled dates of each quarterly promo (promos 1-4). KKC Marketing Partners will be required to verify that each Operator has displayed the material and is participating. Quarterly Bonus checks will only be offered on the 4 quarterly promos. **Bonus promos can be displayed at any time during the scheduled date range, although we highly recommend featuring them in between the quarterly promotions and also during the holidays to encourage catering orders.

Questions? Contact: promo@krispykrunchy.com or 1-800-290-6097 ext: 234