



MEDIA ADVISORY:

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Thorntons

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Thorntons Iconic Bourbon Ball Donuts are Back!

Celebrate the fastest two minutes in breakfast now through the end of May

(Louisville, KY – April 13, 2016). – Thorntons® Bourbon Ball Donut, a delicious twist on a classic—is back just in time for Derby season! Thorntons’ Bourbon Ball Donut first debuted in Spring 2015, and it is back by popular demand so everyone can enjoy this delicious Kentucky tradition.

Thorntons collaborated with Chef Matt Jamie of Bourbon Barrel Foods® to translate the decadence and excitement of the Kentucky Derby® into a single, tangible, delicious pastry. The Bourbon Ball Donut is a rich, smooth bourbon cream-filled donut covered in bourbon-flavored chocolate icing, topped with a pecan. It perfectly captures the spirit of Kentucky’s favorite time of the year.

Each Bourbon Ball Donut costs only 99 cents, and is available now through the end of May at all of Thorntons’ Louisville, Southern Indiana and Lexington locations. A limited number will also be available at the Taste of Louisville on Tues., April 26 and at the Thorntons Derby Festival Great Bed Races™ tailgate party on Mon., May 2, during the Kentucky Derby Festival™.

Donuts are always made fresh daily at Thorntons’ local bakery.

This trifecta of flavor, freshness and convenience makes the Bourbon Ball Donut the ideal treat to both fuel your day, and help you celebrate Derby. Just don’t be surprised if you find yourself devouring a few during the fastest two minutes in breakfast!

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About Thorntons Inc.:

Founded by James Thornton in 1971, the company has been recognized as one of the top independent convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons currently operates 181 stores that provide fresh foods, high quality beverages and fuel in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. Thorntons’ mission is not only to provide top of the line food and beverages, but makes giving back a top priority in every market. Learn more about Thorntons by visiting www.thorntonsinc.com and follow us on Facebook at www.facebook.com/thorntonsinc and Twitter at www.twitter.com/thorntonsinc.

About Refreshing Rewards®:

Launched in 2014, Thorntons Refreshing Rewards® is a loyalty program that provides guests with discounts on gas and rewards based on the number of visits, not the dollar amount spent. More than 1.5 million guests are already registered. Learn more about Thorntons Refreshing Rewards at www.thorntonsinc.com.

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