



Media Advisory:

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Thorntons Inc. now serving Bourbon Ball Donuts

This new twist on an old classic is available now through Derby!

April 16, 2015 Louisville, KY – Thorntons Inc. introduces Bourbon Ball Donuts, a new twist on an old classic—just in time for the Kentucky Derby!

Thorntons collaborated with Founder 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 Kentucky Derby at all of Thorntons' Louisville, Southern Indiana and Lexington locations. A limited number will also be available at the Thorntons-sponsored Derby Festival Great Bed Races tailgate party on Monday, April 27 during the Kentucky Derby Festival. Refreshing Rewards members can look forward to an upcoming free donut offer from April 20 to 25.

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 get you into the mood for 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, this privately-held company has been recognized as one of the top independent convenience store chains in the nation. Based in Louisville, Kentucky, Thorntons offers fresh foods, high quality beverages and fuel at its 181 stores in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. Thorntons is not only committed to providing top of the line food and beverages, but also 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.