



KRISPY KREME VS. DUNKIN' DONUTS



This lesson is a comparison between two famous donut franchises, Dunkin Donuts and Krispy Kreme. It's a great lesson to give as a reward and culmination of writing compare and contrast essays. For example, students can compare and contrast two book characters, two famous people, two places or two objects. Then, for the final writing prompt, to celebrate their hard work, give this lesson as a reward and celebration! As an example, I use two donut franchises. Feel free to compare two ice cream, burger or bakery franchises just as well!

NOTE: This lesson can address the following Common Core State Standards: CCSS.ELA.LITERACY.W.K.2, W.1.2, W.2.2, W.3.2, W.3.2.A, W.3.2.B, W.3.2.C, W.3.2.D, W.4.2, W.4.2.A, W.4.2.B, W.4.2.C, W.4.2.D, W.4.2.E, W.5.2, W.5.2.A, W.5.2.B, W.5.2.C, W.5.2.D and W.5.2.E

Here's the lesson!

1. Tell the story line: You're going to write a compare and contrast essay about two food franchises.
2. Brainstorm or teach facts about each franchise. Facts can include:

Where and when it started	Specific Features
The name and slogan	Restaurant environment
Types and flavors	

Present these facts that we learned about Krispy Kreme from [Kiddle](#) and visiting our local store:

- Began in Winston Salem, NC in 1937
- Slogan: Original glazed doughnuts
- Krispy Kreme is misspelled and both begin with K
- Conveyer belt with donuts
- HOT NOW sign tells when they're fresh
- Squishy glazed donuts
- Some jelly or cream filled donuts
- Holiday shaped donuts
- Theme decorated donuts

Present these facts that we learned about Dunkin Donuts from www.dunkindonuts.com and visiting our own local store:

- Began in Quincy, Massachusetts in 1948
- Slogan: America Runs on Dunkin'
- Dunkin' Donuts is misspelled and both begin with D
- Cake like donuts to dunk in coffee
- Some glazed donuts
- Some jelly or creme filled donuts
- Munchkins=donut holes
- Also sells egg sandwiches and muffins

3. Show the 5 Sections:

Introduction: Engage the reader.
Main Idea/Similarities
Krispy Kreme
Dunkin' Donuts
Conclusion: Encourage the reader.



4. Show the expectations:

K-1st Graders are encouraged to write 1 sentence for each section, 2nd Graders-2 sentences, 3rd Graders-3 sentences. 4th Graders-4 sentences, 5th Graders-5 sentences

Encourage writers to use any of the following words in their writing:

First of all, In contrast, For example, especially, another, also, because, and, more, but

Now to write!

Guide the students through the following steps so their story is organized and complete. They are free to write these ideas in their own words. There's a 2nd Grade sample in italics for your own guidance.

1. Write an introduction that engages the reader.

Students can begin by stating an exclamation, the slogans or ask the reader questions.

Questions can be about donuts in general, Krispy Kreme Doughnuts or Dunkin' Donuts

When did you eat donuts last? Have you ever had Krispy Kreme or Dunkin Donuts?

2. Write the main idea that Krispy Kreme and Dunkin' Donuts both sell donuts and coffee, but are also different in many ways.

Krispy Kreme and Dunkin' Donuts both sell donuts and coffee. They both have glazed doughnuts too, but Krispy Kreme is the first place to make glazed doughnuts.

3. Use facts from your fact sheet to write all about Krispy Kreme.

Krispy Kreme began in 1937 in Winston Salem, North Carolina. They are famous for their red HOT NOW sign that tells you when the donuts are fresh.

4. Use facts from your fact sheet to write all about Dunkin' Donuts.

Dunkin' Donuts began in 1948 in Quincy, Massachusetts. They have cake like donuts. They even sell the inside of the donut and call them Munchkins.

5. Write a conclusion that restates the main idea. The conclusion can ask the reader their thoughts about these two donut franchises or it can encourage the reader to try both kinds of donuts for themselves!

6. Add an easy art accent: Students can draw and color donuts around the border of their writing.





Krispy Kreme vs. Dunkin' Donuts Facts Sheets

Krispy Kreme and Dunkin' Donuts both sell coffee and donuts. However, their stores are different in many ways. Read these facts to learn more!

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