



FOR IMMEDIATE RELEASE:

O&H DANISH BAKERY HOPS INTO SPRING WITH NEW EASTER KRINGLE FLAVORS ABLOOM

World-renowned bakery debuts new Carrot Cake Kringle and Strawberry Shortcake Kringle, with return of Easter customer favorites

RACINE, Wis. (March 30, 2026) — Easter just got even sweeter at [O&H Danish Bakery](#). The beloved, family-owned bakery is welcoming spring with an all-new lineup of festive treats, including two brand-new Kringle flavors debuting as part of its nostalgic Homecoming Series: [Strawberry Shortcake Kringle](#) and [Carrot Cake Kringle](#).

Available now in-store and online for nationwide delivery, O&H Danish Bakery's Easter collection combines time-honored traditions with fresh, seasonal flavors—perfect for celebrating the holiday with family and friends.

“Our Easter lineup is especially meaningful this year. With our new Homecoming Series, we’re bringing classic desserts like strawberry shortcake and even my family’s carrot cake recipe into our Kringle – flavors that feel familiar and comforting for the season,” said Peter Olesen, fourth-generation co-owner and president of O&H Danish Bakery. “Of course, it’s one of our favorite times of year, so we’re bringing back fan-favorites like Easter Braided Colored Bread and Easter Chocolate Crème Kringle as well to keep cherished traditions alive.”

The new Carrot Cake Kringle is made from Grandma Olesen’s carrot cake recipe, bringing cherished memories to each bite of fresh carrots, spices and cinnamon, nutmeg and creamy frosting. Inspired by the classic, the Strawberry Shortcake Kringle combines sweet cookie pieces and O&H’s signature scratch-made filling, it’s then topped with buttery streusel, sweet icing and pink chocolate curls.

Both new Easter flavors are the featured “[Hop on Home Kringle](#),” part of the Homecoming Series, which debuted in the fall of 2025, bringing back most-requested Danish delights, for a limited time. The Hop on Home Kringle flavors are available now until April 19.

In addition to new flavors, the bakery is bringing back fan-favorite seasonal treats that have become Easter traditions for customers nationwide, including the [Easter Braided Colored Bread](#), [Easter Chocolate Crème Kringle](#) and [Raspberry Lemon Cheesecake Kringle](#), all available now until April 4.

These treats and additional special-order Easter items will be available in-stores and online for a limited time, with April 2 being the last day for 2-day nationwide shipping ahead of Easter. Easter is one of O&H Danish Bakery’s busiest times of year, second only to Christmas when the bakery makes more than 7,000 Kringle every day. Customers can visit any of O&H Danish Bakery’s five bakery locations in Wisconsin or shop online for Kringle, gourmet gift packages, and more at www.ohdanishbakery.com.

About O&H Danish Bakery

O&H Danish Bakery was started by Christian Olesen, who emigrated from Denmark in 1924 and created the bakery 25 years later. The bakery is now in its 76th year, run by the fourth generation of the Olesen family. O&H Danish Bakery has five locations located in Racine, Sturtevant and Oak Creek. Widely celebrated for its signature pastry, O&H has been named Best Kringle for 10 consecutive years by *The Journal Times*, also earning honors for *Best Bakery and Best in Customer Service-Retail in Racine County*. The award-winning bakery has received national recognition, including being featured on Good Morning America and highlighted as a top gift item in CNN, FOX News, Newsweek, USA Today and more, also delivers right to your doorstep all across the country. View the website [here](#) and follow O&H Danish Bakery on [Facebook](#) and [Instagram](#).

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