

## Dunkin' Donuts Declares Espresso Revolution

The Espresso is Coming! The Espresso is Coming!

Dunkin' Donuts Sails into Boston Harbor and Declares an Espresso Revolution with New England Launch of Lattes and Cappuccinos

Real and Authentic Espresso-Based Beverages Next Generation of Dunkin' Donuts Great Coffee

Boston, Mass. (September 30, 2003) -- Today, an espresso revolution begins in Boston as Dunkin' Donuts fires New England's second 'shot heard round the world' - in the form of an espresso shot - launching the brand's new line of real and authentic lattes and cappuccinos. Just as the original 'shot heard round the world' sparked the American Revolution and freed Americans from the tyranny of taxation without representation, this shot will ignite an espresso revolution representing another form of freedom - freedom from espresso oppression and the tyranny of long waits, high prices and confusing sizes.

It's not Just for Breakfast ...

Consumers across the country have been increasingly attracted to the taste of espresso-based drinks; since 2000, there has been a 68% increase in consumption of lattes, cappuccinos and espresso, while 40% of espresso-based beverages are consumed in the afternoon and evening. For more than 50 years, New Englanders have relied daily on Dunkin' Donuts for their no-nonsense great coffee. Now, loyal customers will have more coffee choices with the availability of real lattes, cappuccinos and espresso, served with a straightforward, practical approach.

Deliciously Democratic ...

"We are revolutionizing the way New Englanders, our loyal customers, will experience real and authentic lattes and cappuccinos. Our real espresso-based beverages will be served with democratic sensibility, priced reasonably, without long waits, all in our friendly, neighborly atmosphere," stated Jon L. Luther, CEO, Allied Domecq Quick Service Restaurants, home of Dunkin' Donuts. "Our lattes and cappuccinos are the perfect complement to our quality coffee, the best-selling coffee-by-the-cup in America, and we expect the new offerings to tempt existing customers and attract new loyalists."

Espresso revolutionaries will experience independence from long waits and high prices, and enjoy social equality at more than 1,500 Dunkin' Donuts across New England. Customers will instantly appreciate seeing traditional sizes on the menu - small, medium and large - at the unpretentious, plain spoken stores. New Englanders are the first to enjoy the delicious new lattes and cappuccinos in a variety of tasty flavors and sizes. However, patriotic customers nationwide will soon be able to join the revolution and experience cappuccino and latte liberation.

The Taste of Freedom ...

Dunkin' Donuts' real lattes and cappuccinos are authentic - made with high quality coffee beans blended for espresso and fresh milk. The beans are ground and the milk is steamed for each individual serving. These authentic espresso beverages are intended for customers on the go, available in-store and via drive-thru. The authentic lattes and cappuccinos are available in regular or decaffeinated. Dunkin' Donuts' lattes are also available in Hazelnut, Vanilla, Caramel and Cinnamon, as well as Caramel Swirl and Mocha Swirl flavors. They are also available iced.

Prices will be liberating, representing real value in the world of espresso-based beverages, with the average suggested price per drink being 20 percent less than the average price of the competition. Three plainly-labeled sizes are available - small (\$1.79), medium (\$2.29) and large (\$2.69) - or customers can choose a single espresso shot for 99 cents.

Some Espresso Facts ...

The word espresso is derived from the Latin "to press" and the Italian word for "to press out." Traditionally, espresso is a one to two ounce drink made by forcing hot water under pressure through finely ground coffee beans. It can be served either as a straight shot or as the basis for a number of other drinks, such as lattes and cappuccinos. A latte is an espresso mixed with steamed milk and little or no froth on top. A cappuccino is essentially a latte topped with milk foam. It is usually made with equal parts of espresso, steamed milk, and frothed milk.

Fair Trade Certified™ ...

Dunkin' Donuts' espresso-based beverages will only use Fair Trade Certified coffee beans. Fair Trade coffee beans are certified by an independent nonprofit organization, TransFair USA. TransFair ensures that the farmers who grow Fair Trade beans are able to sell them for a fair price. Fair Trade farmers are part of democratically organized cooperatives that use environmentally-friendly farming techniques. With this announcement, Dunkin' Donuts becomes one of the country's largest supporters of Fair Trade growers.

Founded in 1950, today Dunkin' Donuts is the number one retailer of coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more donuts, coffee, bagels and muffins than any other quick service restaurant in America. Dunkin' Donuts has more than 5,800 stores in the United States and 29 other countries. Based in Randolph, MA, Dunkin' Donuts is a wholly-owned subsidiary of Allied Domecq PLC. For more information, visit [www.dunkindonuts.com](http://www.dunkindonuts.com).

[>> Learn more about Dunkin' Donuts Espresso!](#)