

## Dunkin' Donuts to Sell New Espresso Beverages Using Fair Trade Certified? Coffee

Randolph, MA (April 25, 2003) -- Dunkin' Donuts will become the first national brand to sell espresso beverages that are made exclusively with Fair Trade Certified™ coffee. The company's decision is the latest step by Dunkin' Donuts to support coffee quality and sustainability amid troubling times for many coffee farmers.

Beans for all Dunkin' Donuts espresso beverages, including cappuccino and latte, will be certified through TransFair USA, the only independent certifier of Fair Trade products in the U.S. The Fair Trade model guarantees farmers a price of \$1.26 per pound for coffee. This enables farmers to make a sustainable living and encourages them to invest in quality coffee crops.

"Our philosophy has always been to make high quality coffee accessible to as many people as possible," said Ken Kimmel, Vice President, Dunkin' Donuts Concepts. "Driving demand for quality helps farmers, and Dunkin' Donuts sell 2.5 million cups of quality coffee per day. Buying Fair Trade coffee for espresso beverages is another step we can take to strengthen relationships with the farmers who grow our coffee."

"Working with Fair Trade cooperatives in Central and South America will give us the opportunity to do what we do best - forge great relationships and deliver great coffee to our customers," said Rob Stephen, Dunkin' Donuts Coffee Product Development Manager. Stephen, who is a board member of the Specialty Coffee Association of America, added, "This is important work and we look forward to doing it."

"This landmark announcement is a major step forward for efforts to help coffee farmers, and to protect quality coffee supplies for the years to come," says Paul Rice, CEO and President TransFair USA. "It's critical that key industry retailers embrace the Fair Trade model and acknowledge the important role they can play to help solve the current crisis of low prices driving coffee farmers out of business. Dunkin' Donuts is setting an excellent industry example with this move."

Oxfam America President Raymond C. Offenheiser added, "Oxfam is proud to salute Dunkin' Donuts in their decision to sell and promote fair trade certified coffee - a commitment that will benefit the many coffee growers facing hardship while also providing a superior cup of coffee to consumers." Oxfam is a humanitarian agency that works in most coffee producing countries. "The decision to buy Fair Trade Certified coffee is making an important and tangible difference in people's lives. Together we can change the world one cup at a time," said Offenheiser.

Several members of the United States Congress commended the announcement in a recent letter to the company's CEO Jon Luther. "We welcome the recent decision by Dunkin' Donuts," wrote Congressman Cass Ballenger, Congressman William Delahunt and Congressman Sam Farr. "With this step, Dunkin' Donuts has shown real leadership. This move will not simply support coffee quality; it will help a part of the world whose citizens are growing more desperate by the day."

Dunkin' Donuts espresso line of beverages, including cappuccino and latte, will be introduced in stores beginning in September. By the spring of 2004, an estimated 3,100 stores nationwide will be selling these beverages. Fair Trade espresso coffee is expected to represent approximately two percent of total Dunkin' Donuts coffee bean purchases. This meets the suggested benchmark set by Oxfam International in a recent report on the worldwide crisis for coffee farmers.

### About Dunkin' Donuts

Dunkin' Donuts is the largest coffee and baked goods chain in the world, selling high quality coffee, bagels, donuts and other related baked goods since 1950. Dunkin' Donuts has more than 5,500 stores in the United States and 31 other countries. For more information, visit [www.dunkindonuts.com](http://www.dunkindonuts.com).

### About TransFair USA

TransFair USA, a 501(c)3 nonprofit, is the sole Fair Trade certification organization in the U.S. Since its founding in 1998, TransFair has certified over 23 million lbs. of Fair Trade coffee, returning more than \$18 million in additional income to small-scale coffee farmers. TransFair also certifies Fair Trade tea and cocoa. To learn more, visit [www.transfairusa.org](http://www.transfairusa.org).

### About Oxfam America

Oxfam America is a Boston-based international development and humanitarian agency working in Africa, Asia, and the Americas to create lasting solutions to poverty, hunger and social injustice. Consumer education and governmental and corporate policy change have been the focus of Oxfam's work in addressing the humanitarian coffee crisis and its potential solutions. For more information, please visit [www.oxfamamerica.org](http://www.oxfamamerica.org).