

Holiday Season Brightens with Gingerbread Lattes from Dunkin' Donuts

CANTON, Mass. (November 20, 2006) - Dunkin' Donuts is adding flavor to this holiday season with the introduction of its Gingerbread Latte, a delicious holiday treat made with real espresso, gingerbread and caramel flavors and steamed milk and froth. Available for a limited time throughout the holiday season, the Gingerbread Latte is Dunkin' Donuts' latest addition to its line of espresso drinks.

"Dunkin' Donuts offers consumers a wide selection of espresso-based beverages quickly and at a lower price than the market average," said Joseph Scafido, Chief Creative and Innovation Officer, Dunkin' Brands. "Our consumers are increasingly turning to Dunkin' Donuts for our delicious, top-notch espresso-based beverages to charge them through their mornings and well into their busy day. The Gingerbread Latte is an example of the innovation that we continue to drive in this category to meet growing consumer demand for espresso-based beverages."

The espresso category is estimated to be a \$2.97 billion dollar market for 2005, up from \$2.76 billion in 2004.¹ According to The NPD Group/CREST, servings of espressos, cappuccinos, and lattes at Dunkin' Donuts have increased 48 percent since 2004.² In fact, of all orders placed at Dunkin' Donuts, 5.1 percent now include an espresso, cappuccino, or latte, representing a 19 percent increase from 2004 orders at Dunkin' Donuts and more than twice the QSR average.³

The company's line of espresso-based drinks have expanded widely to include espresso, hot and iced lattes, cappuccinos, TurboHot coffee, and Turbolce coffee.

Dunkin' Donuts Gingerbread Lattes are available nationwide for a limited time throughout the holiday season. More information about Dunkin' Donuts' line of espresso beverages is available on the website at www.dunkindonuts.com.

About Dunkin' Donuts

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, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 6,700 shops in 29 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.dunkindonuts.com.

1. Datamonitor, US Coffee 2006 Report

2. NPD/Crest

3. NPD/Crest