



Donut and Bakery Heritage

- Dunkin' Donuts has been a leader in the donut category for 66 years, selling approximately 2.8 billion donuts and MUNCHKINS® donut hole treats combined globally per year.
- Dunkin' Donuts offers more than 70 varieties of donuts, including beloved favorites such as Boston Kreme, Glazed, Chocolate Frosted and Jelly Filled.
- Over the years, Dunkin' Donuts has developed hundreds of varieties and flavors of donuts. Our franchisees sell a mix of donuts that are tailored to the regional preferences and the demands of their guests. For example, some of our regional favorites are the Sour Cream Donut in Chicago and the Peanut Stick in upstate New York.
- Dunkin' Donuts' Croissant Donut brings together two bakery favorites into one tasty treat, featuring a delicate and flaky croissant ring that is glazed like a donut. The Croissant Donut has 24 layers of buttery dough and is covered with the same sweet distinctive glaze used on our Glazed Donuts, creating the ultimate pastry that is crisp on the outside and soft and flaky on the inside.
- Dunkin' Donuts recently introduced new Cheesecake Squares, filled with smooth and creamy cheesecake filling. New varieties are offered for a limited time throughout the year, such as OREO® Cheesecake Squares and Raspberry Cheesecake Squares.
- As the brand has expanded into new markets throughout the world, Dunkin' Donuts has extended its donut leadership and innovation by introducing new varieties created specifically to appeal to local tastes. For example, many Dunkin' Donuts restaurants in Asia currently offer Pork Floss Donuts, yeast donuts topped with dried pork and often paired with dry seaweed topping, as well as Mochi Rings, which are donuts made with glutinous rice.
- Over the years, Dunkin' Donuts has built on its rich bakery heritage with the introduction of bagels, muffins, croissants and other delicious baked goods.

Why do donuts matter?

Donuts have a special place in our country's history and culture, creating moments of delight and bringing people together at home, work and at play. From office meetings to weekend get-togethers, donuts are one of those foods that lift people's spirits and bring genuine joy to any situation. Americans are always seeking those small moments of happiness.

Our fans really enjoy when we experiment with unique shapes and flavor combinations, and our commitment to donut innovation is a key reason why we remain the category leader, and why our donuts continue to be so popular in the market.