



Dunkin' Donuts History

The story of Dunkin' Donuts began in 1948 with a donut and coffee restaurant in Quincy, Massachusetts called "Open Kettle." Founder William Rosenberg served donuts for five cents and premium cups of coffee for ten cents. After a brainstorming session with his executives, Rosenberg renamed his restaurant "Dunkin' Donuts" in 1950. His goal was to, "make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well-merchandised stores," a philosophy which still holds true today.



In 1955, the first Dunkin' Donuts franchise opened, and in just 10 years, the number of restaurants had grown to over 100 shops. It was after reaching this milestone, in 1978, that Rosenberg introduced muffins and the iconic Munchkins® donut holes. In the years since, Dunkin' Donuts has expanded its menu to include a wide variety of food and beverage options to keep guests running all day.

Dunkin' Donuts coffee is available in a variety of delicious flavors, including classics like Hazelnut and French Vanilla, as well as seasonal flavors including the ever-popular Pumpkin. According to Brand Keys, Dunkin' Donuts has maintained the #1 spot in customer loyalty in the coffee for 10 years running. In addition to coffee and espresso, Dunkin' serves a host of other beverages such as hot chocolate, iced tea, Coolatta® frozen drinks and smoothies. The all-day food options feature innovative menu items like the Big N' Toasted™, alongside a number of other breakfast sandwiches and bakery products. More recent additions to the menu include Rainforest Alliance Certified™ Dark Roast coffee and the Macchiato, as well as the Croissant Donut platform.

Dunkin' Donuts also serves a selection of better-for-you menu items with its DDSMART® menu offerings. These food and beverage options allow guests to make healthy choices by fitting their dietary wants and needs while maintaining the great Dunkin' Donuts taste guests know and love. The DDSMART menu features items such as the Multigrain Bagel, Reduced Fat Blueberry Muffin, Egg & Cheese Wake-Up Wrap, Veggie Egg White Sandwich, Turkey Sausage Flatbread Sandwich and Latte Lite. All DDSMART items have fewer calories, less fat, less sugar or more overall nutritional value than comparable fare.

Since 1950, the number of Dunkin' Donuts restaurants has increased to more than 11,700 worldwide, with locations in 43 countries. The company serves approximately 1.9 billion cups of hot and iced coffee every year, with standards for coffee excellence that are among the best in the industry. Over the long-term, the company plans to more than double its U.S. presence, which will put the total number of restaurants above 17,000.