



## **Our Commitment to Coffee**

At Dunkin' Donuts, coffee is at the heart of our business and our coffee heritage goes back more than 65 years.

We're proud of our coffee, and we know that our guests feel as passionately about it as we do. On average, Dunkin' Donuts sells approximately 60 cups of coffee every second. Our guests recognize Dunkin' Donuts as the place to go for a great cup of coffee in a fast, friendly, welcoming environment, and at a great value.

We want to make sure that every cup of coffee we serve is as good as the last one, so we have stringent quality processes. We use 100 percent Arabica coffee beans and have our own coffee specifications, which are recognized by the industry as a superior grade of coffee. Based on Dunkin' Donuts Quality (DDQ) specifications, coffee is milled and processed specifically for Dunkin' Donuts. We are also committed to sourcing coffee sustainably by working with organizations like the [Rainforest Alliance](#) to ensure a long-term supply of coffee and benefit coffee farming communities.



### **Supporting Coffee Farming Communities**

In addition to being committed to quality, we are also committed to sourcing coffee sustainably and incorporating certified products in our coffee portfolio. For example, our espresso beverages sold in the U.S. and in select international markets have used 100% certified coffee beans since 2004. Beginning in Q3 2016, all of our espresso beverages will be 100% Rainforest Alliance Certified™.

We have been working with the [Rainforest Alliance](#) since 2010, donating \$260,000 to projects aimed at preserving and growing coffee and tea farms throughout the world. Rainforest Alliance certification encompasses economic, social, and environmental aspects of sustainability. It empowers farmers with the knowledge and skills to increase productivity, improve quality, and negotiate for themselves in the global marketplace.

Findings in the Sustainable Agriculture Network (SAN) / Rainforest Alliance Impacts Report, released early this year, show that Rainforest Alliance certification benefits small-scale producers. Smallholder farms applying the agronomic practices outlined in the SAN Standard were found to increase productivity and profitability, improve environmental quality and health, and had increased access to training. In addition, certification helps to improve working conditions and access to medical care and schools for their children.

Products bearing the Rainforest Alliance Certified™ seal originate on—or contain ingredients sourced from—Rainforest Alliance Certified™ farms or forests. These farms and forests are managed according to rigorous environmental, social and economic criteria designed to conserve wildlife; safeguard soils and waterways; protect workers, their families and local communities; and increase livelihoods in order to achieve true, long-term sustainability.

In the U.S., we offer 30 percent Rainforest Alliance Certified™ Dark Roast Coffee nationally and 30 percent Rainforest Alliance Certified™ Green Tea regionally.

## **The Dunkin' Donuts Tree-to-Cup Process**

Have you ever wondered about the story behind your morning cup of coffee and how it came to be? At Dunkin' Donuts, this is called the "tree-to-cup" process. Tree-to-Cup is a quality coffee sourcing process that begins at the coffee farm and ends with you enjoying your coffee. Let's explore the journey and get a glimpse of how Dunkin' Donuts coffee comes to be.

### *GROWING*

We use only 100 percent Arabica coffee beans and select the highest quality coffee available. To do this, we work with independent coffee labs located in the same origin as the coffee farms.

### *PICKING*

Coffee beans are the seeds of the coffee fruit, called a cherry, which grows on trees in more than 60 countries. An experienced cherry picker can pick as much as 200 pounds of coffee cherries in a single day.

### *PROCESSING*

Since coffee beans are actually the seeds of coffee fruit, the fruit must be processed to get to the bean. Once freed from the cherry, the green coffee beans are cleaned and then classified on a number of quality criteria, including their size and color.

### *BLENDING*

To make the perfect, well-balanced cup of coffee, we blend different beans together to create a deeper, richer profile, adding complexity to each cup while maintaining a smooth finish.

### *ROASTING*

Roasting is where the magic happens. The beans undergo both chemical and physical changes, which are seen by the beans' color evolving from green to yellow to brown as they are evenly roasted. When the beans begin to turn brown, the sugar in them caramelizes, revealing the smooth, sweet flavor of the coffee.

### *TASTE TESTING*

Dunkin' Donuts has an entire Coffee Excellence Team that conducts a full sensory evaluation of its finished coffee products. Our team of coffee experts works hard to ensure Dunkin' Donuts coffee products consistently meet our high quality standards.

### *BREWING*

After being selected to meet our quality standards, the brewed quality of the coffee is not left to chance. Every detail in our restaurants is carefully orchestrated, including the temperature and amount of water used, the timing and consistency of bean grinding, and the length of time the coffee is brewed.

### *SERVING*

At Dunkin' Donuts, we never take a smooth, delicious, consistent cup of coffee for granted—so that our customers can. You can rest assured knowing that if at any one stop along the tree-to-cup journey the coffee doesn't meet our standards, it won't make it into your cup.

