



BRUNCH ON THE GO: DUNKIN'™ DONUTS INTRODUCES EGGS BENEDICT BREAKFAST SANDWICH

Dunkin' Donuts and America's Egg Farmers will donate one egg to Feeding America

for every Eggs Benedict Breakfast Sandwich sold March 3 through March 9

CANTON, Mass. (March 3, 2014) -- [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, is bringing a brunch favorite to its guests in a brand new way, today unveiling the Eggs Benedict Breakfast Sandwich. Offering a traditional sit-down breakfast and brunch classic served on-the-go, Dunkin' Donuts' Eggs Benedict Breakfast Sandwich features an egg, Black Forest ham and creamy Hollandaise flavored spread on an oven-toasted English Muffin. The Eggs Benedict Breakfast Sandwich is available all day at participating Dunkin' Donuts restaurants nationwide for a limited time.

During the first week of March (March 3 – 9), sales of Dunkin' Donuts' new Eggs Benedict Breakfast Sandwich will help make a difference in the fight to solve hunger across America. Dunkin' Donuts and [America's Egg Farmers](#) have partnered to donate one egg to [Feeding America®](#) for every Eggs Benedict Breakfast Sandwich sold (up to 750,000) between today and March 9. The eggs will be delivered to select local Feeding America member food banks throughout the country this Spring. The Dunkin' Donuts & Baskin-Robbins Community Foundation has partnered with Feeding America since 2007 and has donated more than \$1 million over the last five years to support Feeding America and its local food banks.

"Dunkin' Donuts is committed to exploring new menu choices and differentiating our brand with innovative twists on familiar, favorite flavors. Our new Eggs Benedict Breakfast Sandwich is a perfect example of how we are able to put a unique spin on a classic dish to deliver an exciting new option for our busy, on-the-go guests," said John Costello, Dunkin' Brands' President, Global Marketing and Innovation. "We are especially proud to partner with America's Egg Farmers for this particular launch, and we hope people will help us support Feeding America's efforts to solve hunger by trying the new Eggs Benedict Breakfast Sandwich through March 9."

Feeding America is the nation's leading domestic hunger-relief charity, with more than 200 member food banks serving all 50 states, the District of Columbia and Puerto Rico. Feeding America's food banks secure and distribute 3 billion pounds of donated food and grocery products annually through a network of approximately 61,000 food assistance agencies, such as food pantries, soup kitchens, emergency shelters and after-school programs. Thirty-seven million Americans receive food and groceries from Feeding America each year, including nearly 14 million children and 3 million senior citizens, and approximately 5.7 million Americans are fed by the Feeding America network every week.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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[About Dunkin' Donuts](#)

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for eight years running. The company has nearly 11,000 restaurants in 33 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.

[About the Dunkin' Donuts & Baskin-Robbins Community Foundation](#)

The Dunkin' Donuts & Baskin-Robbins Community Foundation brings together a wide network of stakeholders, including franchisees, crew members and employees. The focus of the Foundation is to serve our neighborhoods by taking care of their basic needs – safety, hunger relief and children's health. To learn more about the Dunkin' Donuts & Baskin-Robbins Community Foundation, please visit www.dunkinbrands.com/foundation.

[About the American Egg Board](#)

AEB connects America's Egg Farmers with consumers, communicates the value of The incredible edible egg™ and receives funding from a national legislative checkoff on all egg production from companies with more than 75,000 hens in the continental United States. The Board consists of 18 members and 18 alternates from all regions of the country who are appointed by the Secretary of Agriculture. AEB is located in Park Ridge, Ill. Visit IncredibleEgg.org/Good-Egg-Project to learn where eggs come from and how you can help fight childhood hunger alongside America's Egg Farmers.

[About Feeding America](#)

Feeding America is a nationwide network of more than 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 37 million people through 61,000 food pantries, soup kitchens, and shelters in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the issue of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger™. Visit <http://www.feedingamerica.org/>. Find us on Facebook at www.facebook.com/FeedingAmerica or follow us on Twitter at www.twitter.com/FeedingAmerica