



## **Dunkin' Donuts Expands Its Popular All-Day Breakfast Menu With New Limited-Time-Offer Maple Cheddar Sandwich**

Canton, Mass. (January 29, 2007) Dunkin' Donuts today introduced the newest addition to its line of fast, fresh and affordable breakfast sandwiches—the Maple Cheddar Sandwich. Available in restaurants nationwide for a limited time only, the Maple Cheddar Sandwich is Dunkin' Donuts' latest menu innovation that appeals to an increasingly busy customer who loves breakfast on-the-go any time of day or night. Demand for breakfast throughout the day has become so high that in 2006, Dunkin' Donuts saw an increase in sales of more than 10 percent for breakfast sandwiches.

The Maple Cheddar Sandwich combines a hearty scrambled egg with a sweet maple-flavored sausage patty and is topped with a slice of melted white cheddar cheese. Served warm on a freshly baked croissant, the Maple Cheddar Sandwich is the perfect complement to Dunkin' Donuts' Original Blend and Dunkin' Decaf® coffee.

The addition to Dunkin' Donuts' all-day breakfast menu comes at a time when Americans are changing their breakfast habits. According to an NPFoodworld December survey, Americans are focusing more on convenient, quick and portable breakfasts instead of the "traditional" full-plate American breakfast due to today's hectic lifestyle.

"The Maple Cheddar Sandwich continues Dunkin' Donuts' popular tradition of serving breakfast all day. Our research shows that not only do our customers love our fresh, on-the-go breakfast options, but they especially love the fact that they can get these sandwiches around the clock—whenever they crave a tasty, satisfying sandwich and when it is convenient for them," said Robert Rodriguez, Dunkin' Donuts brand president.

Breakfast lovers will be able to enjoy this sandwich through March 11. For more information on the new Maple Cheddar Sandwich and other Dunkin' Donuts culinary creations, please visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

About Dunkin' Donuts Founded in 1950, today Dunkin' Donuts is the number one retailer of hot regular 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 hot regular coffee, iced coffee, donuts, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 7,200 restaurants in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

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