



DUNKIN'™ DONUTS INTRODUCES NEW PEEPS® DONUTS

Dunkin' Donuts celebrates spring and PEEPSONALITY® with its first-ever donuts

topped with PEEPS® Marshmallow Chicks

CANTON, MA (March 27, 2014) – With spring finally here, one of the season's most fun and iconic sweet treats has flown into [Dunkin' Donuts](#) and landed on the brand's beloved donuts. Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, today unveiled new PEEPS® Donuts, its first-ever donuts topped with a real PEEPS® Marshmallow Chick.

Perfect for spring and the Easter holiday, Dunkin' Donuts' PEEPS® Donuts are shaped like flowers, decorated with pastel pink or green icing and topped with a pink or yellow PEEPS® Marshmallow Chick. The new PEEPS® Donuts will be available for a limited time at participating Dunkin' Donuts restaurants nationwide beginning Monday, March 31.

According to Stan Frankenthaler, Dunkin' Brands' Executive Chef and Vice President of Production Innovation, PEEPS® Donuts bring together two seasonal favorites in an exciting and unique way to help people ring in spring. "As America's donut leader, we are always seeking new and innovative donut varieties to help our guests celebrate special moments and occasions," he said. "PEEPS are synonymous with fun and happiness, and we are excited to combine two American favorites to create unique flower-shaped donuts adorned with a marshmallow chick that will sweeten any spring or Easter celebration."

"We are excited to partner with Dunkin' Donuts to introduce PEEPS Donuts and provide millions of people a delicious new way to express their PEEPSONALITY this season," said Brian Bachrach, Senior Marketing Manager of Innovation at Just Born Quality Confections. "PEEPS and Dunkin' Donuts have both built passionate and active communities of fans and have been creating smiles for more than 60 years, and we look forward to continuing that tradition with this unique and fun donut."

For more than 60 years, Dunkin' Donuts has been a leader in the donut category, selling 2.5 billion donuts and MUNCHKINS® donut hole treats annually. Within the United States, Dunkin' Donuts offers more than 70 varieties of donuts, including beloved flavors such as Boston Kreme, Glazed and Chocolate Frosted. 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 PEEPS®

PEEPS® candies are an iconic marshmallow treat enjoyed throughout the year at special seasonal and holiday occasions. PEEPS® fans can find the marshmallow treats at their favorite retailer and a variety of other branded merchandise and apparel through www.peepsandcompany.com or at any of three PEEPS & COMPANY® retail locations. PEEPS® fans can also visit www.marshmallowpeeps.com and www.facebook.com/PEEPSBrand to stay up-to-date on PEEPS® news and find delicious recipes and fun craft ideas to help them express their PEEPSONALITY®. PEEPS®, a fan favorite since 1953, are manufactured by Just Born Quality Confections, a privately owned company founded in 1923 and headquartered in Bethlehem, PA. Just Born manufactures PEEPS®, HOT TAMALES®, MIKE AND IKE® and GOLDENBERG'S® PEANUT CHEWS® Brand Candies. All Just Born candies are made in the U.S.A.