



DUNKIN'™ DONUTS PUTS THE "BR" IN BREW ONCE AGAIN

Seasonal iced coffee lineup includes new Cookie Dough and Jamoca® Almond Fudge, plus returning favorite Butter Pecan

New Twitter contest gives fans the chance to win mGifts by sharing how their city runs on Dunkin' Iced Coffee

CANTON, Mass. (March 31, 2014) – Birds, baseball and brighter weather aren't the only signs spring is here. Beginning today, [Dunkin' Donuts](#) is once again serving iced coffees featuring a favorite taste of the season, Baskin-Robbins ice cream. For the second year in a row, Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, has partnered with its sister brand, Baskin-Robbins, the world's largest chain of ice cream specialty shops, to offer flavors of iced coffees inspired by Baskin-Robbins' beloved ice cream. Dunkin' Donuts guests can sip the flavors of their favorite scoop with three "cool" iced coffee options, including new Cookie Dough Iced Coffee and Jamoca® Almond Fudge Iced Coffee, as well as returning favorite Butter Pecan Iced Coffee.

Dunkin' Donuts' new Cookie Dough Iced Coffee puts the sweet taste of cookie dough in a cup of iced coffee for the first time, while new Jamoca Almond Fudge Iced Coffee gives taste buds a buzz with the flavor of coffee combined with roasted almonds and chocolate. Dunkin' Donuts is also bringing back Butter Pecan Iced Coffee, featuring the flavors of indulgent butter roasted pecans and sweet cream. All three flavors are also available in Hot Coffee, Hot and Iced Lattes, and Frozen Coffee Coolattas through spring and into the summer at participating Dunkin' Donuts restaurants nationwide.

"We are committed to offering our guests familiar flavors with an appealing twist, and are thrilled to bring Dunkin' Donuts and Baskin-Robbins together again," said Stan Frankenthaler, Executive Chef and Vice President of Product Innovation at Dunkin' Brands. "Dunkin' Donuts' new and returning iced coffees inspired by Baskin-Robbins flavors are a sure way to please any ice cream or coffee lover."

Throughout April, a special Dunkin' Donuts sampling vehicle, designed to resemble an old-fashioned ice cream truck, will be touring select cities to give people the opportunity to try the iced coffees inspired by Baskin-Robbins ice cream flavors. Dunkin' Donuts is also launching a special Twitter contest, offering fans the chance to win prizes for sharing how their own city keeps cool with Dunkin'. Beginning today and continuing through Friday, April 4, people can tweet @DunkinDonuts, using special hashtag #BRanDD, sharing the name of their city or town and how it runs on Dunkin' Donuts Iced Coffee. A total of 20 participants (four each day) will each win a \$50 Dunkin' Donuts mGift.

For additional terms and conditions related to Dunkin' Donuts' #BRanDD sweepstakes, please visit <http://dun.kn/1jYoGBf>. No purchase necessary, must be 18+ to enter. Void where prohibited.

Dunkin' Donuts is a market leader in the Iced Coffee category, delivering refreshing Iced Coffee to guests every day, with a consistently smooth, delicious taste. Available in favorite flavors such as Original Blend, French Vanilla and Hazelnut, Dunkin' Donuts offers guests America's Favorite Iced Coffee all day to make it easy to keep running. According to The NPD Group / CREST®, Dunkin' Donuts serves the most hot regular/decaf/flavored coffee and iced coffee in America. The brand also sells more than 1.8 billion cups of coffee worldwide every year. Dunkin' Donuts uses 100% Arabica coffee beans, and the company's coffee specifications are recognized by the industry as a superior grade of coffee.

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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