



Dunkin' Donuts Receives MenuMasters Flame of Innovation Award

CANTON, Mass. (May 18, 2007) -- Dunkin' Donuts, the largest coffee and baked goods chain in the world, today announced that the company will receive a 2007 MenuMasters Award for the Best Single Product Rollout category for its Sausage Supreme Omelet Breakfast Sandwich. The MenuMasters Awards, presented annually by the editors of Nation's Restaurant News, acknowledge excellence in foodservice research and development.

Joe Scafido, chief creative and innovation officer for Dunkin' Brands, will accept the award during the 10th Annual MenuMasters Awards ceremony in Chicago on May 19th. Winners of the MenuMasters Awards are selected by the editors of Nation's Restaurant News with input from the MenuMasters Advisory Board, which is comprised of the previous year's winners. Each MenuMasters Award winner will receive the Flame of Innovation Award, chosen to represent the award's focus on constant product advancement in the foodservice industry.

The Sausage Supreme Omelet Sandwich was added to the Dunkin' Donuts' menu to expand upon the success of the original Supreme Omelet, a unique, premium breakfast sandwich option for our customers. The Sausage Supreme Omelet Sandwich contains real scrambled eggs stuffed with scallions, hash brown potatoes, Monterey Jack cheese, Swiss cheese, diced red and green peppers and fire-roasted mushrooms, topped with American cheese and hearty sausage and served on a freshly baked plain bagel.

"I am pleased to accept this MenuMasters Award, which demonstrates our ongoing commitment to high quality and to making available a variety of choices in the quick-service restaurant industry," said Joe Scafido. "The Sausage Supreme Omelet satisfies customers who want a great tasting, quality breakfast they can enjoy on the go. Our culinary team will continue to introduce innovative food and beverages that will accommodate the busy lives of our customers."

In recent years, Dunkin' Donuts created a new category called 'quick quality' that is changing perceptions about what is possible in a quick service meal. In addition to the 2007 MenuMasters Award, Dunkin' Donuts' new Cookie line recently won QSR Magazine's "Best Snack Attack". The brand was also ranked #1 in customer loyalty in the coffee category by the 2007 Brand Keys Customer Loyalty Engagement Survey, and in January 2007 Dunkin' Donuts was awarded the title of best overall coffee in an informal study on AOL.com ranking consumers' favorite brand of coffee.

For more information on the MenuMasters Awards, please visit www.menumasters.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.

Contact: Michelle King
Dunkin' Brands
(781) 737-3585
michelle.king@dunkinbrands.com

###