

## DUNKIN' DONUTS ROLLS OUT NEW ARTISAN BAGELS

CANTON, MA (April 2, 2012) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, is boasting big bagel news this spring, today rolling out new Artisan Bagels, available all day long at participating Dunkin' Donuts restaurants nationwide. Dunkin' Donuts, the number one retailer of bagels in the United States\*, has reinvented its bagel recipe, delivering a new line of bagels that features a soft and chewy texture with bolder flavors. The new Artisan Bagels are available in all of Dunkin' Donuts' classic bagel selections such as Sesame, Poppy Seed, Cinnamon Raisin and more. Additionally, two new seasonal flavor varieties, Sun-Dried Tomato and Pumpernickel, are now available for a limited time. Rounding out the brand's newest bagel innovations, Dunkin' Donuts has also introduced new reduced-fat Artichoke Spinach Cream Cheese.

Dunkin' Donuts introduced bagels in 1996, and continues to be an industry leader in bagel innovation. Dunkin' Donuts' culinary innovation team, led by three-time James Beard Award nominee Executive Chef and Vice President of Product Innovation Stan Frankenthaler, unveiled the Bagel Twist in 2010, a unique "twist" on the traditional bagel. Bagel Twists feature Dunkin' Donuts' famous bagels, twisted into an easy-to-eat shape that is perfect for people seeking a portable snack to keep them running. Bagel Twists are available at participating Dunkin' Donuts restaurants in flavors such as Cheddar Cheese and Cinnamon Raisin. Dunkin' Donuts' DDSMART menu, featuring better-for-you food and beverages, also includes a Multigrain Bagel.

According to Stan Frankenthaler, "As the nation's bagel leader and a brand with more than 60 years of baking history, we regularly explore new ways to innovate and enhance our bagel offerings. We've developed the new line of Artisan Bagels to provide an even more authentic bagel taste and texture with more intense and bolder flavors, sure to satisfy all bagel lovers and keep them running any time of day."

To learn more about Dunkin' Donuts, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com) or follow us on Facebook ([www.facebook.com/DunkinDonuts](https://www.facebook.com/DunkinDonuts)) and Twitter ([www.twitter.com/DunkinDonuts](https://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 regular/decaf coffee, iced coffee, hot flavored 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 six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.4 billion. 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](http://www.DunkinDonuts.com).