



## **DUNKIN'™ DONUTS TO CELEBRATE NATIONAL COFFEE DAY WITH FREE MEDIUM HOT OR ICED DARK ROAST COFFEE FOR ALL GUESTS**

Dunkin' Donuts brews additional special offers for National Coffee Day and beyond

New Pumpkin Macchiato now available at Dunkin' Donuts restaurants nationwide

CANTON, MA (September 28, 2015) – Tomorrow, September 29, is National Coffee Day, and Dunkin' Donuts will welcome the holiday by brewing several special offers for coffee lovers through the coming weeks. For National Coffee Day tomorrow, guests can walk into any participating Dunkin' Donuts restaurant across the country and receive a free medium cup of Dunkin' Donuts hot or iced Rainforest Alliance Certified™ Dark Roast Coffee, with a limit of one per guest. Made with 30% Rainforest Alliance Certified™ beans, Dunkin' Donuts' Dark Roast Coffee, which launched one year ago this month, uses a unique roasting process to create a bold flavor and smooth finish without the bitterness typically associated with most dark roast coffees.

Dunkin' Donuts' coffee celebration for this week and beyond also includes:

Free coffee for new and current DD Perks® members: Tomorrow, Dunkin' Donuts is giving all members of its DD Perks Rewards Program a coupon for a free coffee or any Dunkin' Donuts beverage. The coupon is available via email or the Dunkin' Mobile® App, and can be redeemed any time before the end of the year.

For people who have yet to join the DD Perks program, Dunkin' Donuts is offering a great incentive to do so, as anyone who enrolls in DD Perks tomorrow, September 29, will receive four free coffees. The first coupon for a free coffee or beverage will be emailed upon enrolling, with similar coupons for additional free beverages being sent by email and available in the Dunkin' Mobile App each week during the first three weeks of October.

With DD Perks, guests earn five points for every dollar they spend on qualifying purchases at Dunkin' Donuts when they pay using an enrolled Dunkin' Donuts Card, either plastic or via the Dunkin' Mobile App. Once a member accrues 200 points, he or she receives a coupon for a free, any-size beverage of their choice, redeemable at participating Dunkin' Donuts restaurants. DD Perks members also receive a coupon for a free, any-size beverage upon enrollment and on their birthday. To enroll in DD Perks, download the Dunkin' Mobile App or visit [www.DDPerks.com](http://www.DDPerks.com).

Macchiato is now on the menu: Dunkin' Donuts has also added Macchiato to the menu, with its new Pumpkin Macchiato now available at participating Dunkin' Donuts restaurants nationwide. Served hot or iced, Dunkin' Donuts' Pumpkin Macchiato is a handcrafted, layered espresso beverage made with steamed milk and pumpkin flavored swirl, then topped with a double shot of Dunkin' Donuts' rich, freshly-brewed espresso. A permanent part of the brand's espresso beverage lineup, a macchiato can be served on its own or be customized with any of Dunkin' Donuts sweetened coffee flavor swirls.

Starting today and continuing through November 1, all DD Perks members can enjoy the new Pumpkin Macchiato, or any other hot or iced espresso beverage, for just \$1.99 when they pay with their enrolled DD Card at any participating Dunkin' Donuts restaurant.

In addition to the Macchiato, Dunkin' Donuts offers a variety of classic espresso beverages including cappuccino, espresso, and hot and iced lattes. All Dunkin' Donuts' espresso beverages have a naturally sweet taste and rich flavor. They are made from the finest, high-quality Arabica espresso beans that are 100% Fair Trade Certified™.

Snapchat Coffee Filter: This year Dunkin' Donuts is giving fans a new way to celebrate National Coffee Day by offering a one-day only Snapchat Geofilter design on National Coffee Day. The playful design features raining coffee beans to add even more fun to fans coming to Dunkin' to celebrate. The Geofilter will be available September 29 only, and can be unlocked at any of Dunkin' Donuts' U.S. locations.

To learn more about Dunkin' Donuts, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com) or follow us on Facebook ([www.facebook.com/DunkinDonuts](http://www.facebook.com/DunkinDonuts)) and Twitter ([www.twitter.com/DunkinDonuts](http://www.twitter.com/DunkinDonuts)).

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