



## DUNKIN'™ GOES THE WHOLE NINE YARDS: BRAND KEYS RANKS DUNKIN'™ DONUTS NUMBER ONE IN COFFEE CUSTOMER LOYALTY FOR NINTH STRAIGHT YEAR

Dunkin' Donuts also tops the packaged coffee category in customer loyalty for the third consecutive year

CANTON, Mass. (February 18, 2015) – With the coffee industry competition heating up this winter, [Dunkin' Donuts](#) has been acknowledged once again as a brand that keeps guests running with a superior customer experience. This year marks the ninth consecutive year that Dunkin' Donuts has been ranked number one in customer loyalty in the coffee category by the [Brand Keys](#) Customer Loyalty Engagement Index®. Dunkin' Donuts also leads the packaged coffee category in customer loyalty for the third year in a row.

The 19th annual national survey conducted by brand loyalty and engagement consultancy Brand Keys identifies brands that are best able to engage consumers by meeting or exceeding their expectations, which creates loyal customers. Brand Keys' Customer Loyalty Engagement Index recognizes the brands that receive the highest loyalty and engagement assessments and surpass competitors for “delighting” customers. In the coffee restaurant and packaged coffee categories, consumer preferences were based on consistently meeting customer expectations for taste, quality, service and brand value.

“Whether it’s keeping our guests running with a wide variety of food and beverage options, like our new Croissant Donut or Dark Roast Coffee, or by our fast-growing DD Perks Rewards program, Dunkin' Donuts is committed to delivering a superior customer experience,” said John Costello, Dunkin' Brands' President, Global Marketing and Innovation. “Brand Keys' recognition once again for coffee customer loyalty is an honor that we share with our dedicated franchisees and our hard-working crew members who consistently provide our busy, on-the-go guests with fast and friendly service all day, every day.”

“Dunkin' Donuts has an extremely loyal fan base by creating real emotional engagement between their brand and the consumer and we congratulate them,” said Robert Passikoff, founder and president, Brand Keys. “They’ve been #1 in our Customer Loyalty Engagement Index for nine straight years in the coffee category and #1 in the packaged coffee category for three years in a row. This accomplishment is only achieved through quality products, meaningful differentiation and consistent service that continuously resonates with consumers.”

As a testament to Dunkin' Donuts' customer loyalty, the company recently achieved 2.5 million DD Perks® Rewards members and reached 11 million downloads of the Dunkin' Mobile App. 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 choice, redeemable at participating Dunkin' Donuts restaurants.

Dunkin' Donuts' packaged coffee is the perfect way to enjoy the delicious taste of Dunkin' Donuts coffee at home, any time. Available in favorite flavors such as Original Blend, Decaf, Hazelnut and French Vanilla, Dunkin' Donuts' packaged coffee is available at participating Dunkin' Donuts restaurants in a 16-oz. bag.

According to The NPD Group / CREST®, Dunkin' Donuts serves the most traditional hot and iced coffee in America, selling more than 1.8 billion cups of coffee 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](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)).

### 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 nine years running. The company has more than 11,300 restaurants in 36 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](http://www.DunkinDonuts.com).