



## FOR CHOCOLATE LOVERS MONTH, DUNKIN' DONUTS THINKS OUTSIDE THE BOX WITH NEW LINE OF COCOA DONUTS

CANTON, Mass. (February 1, 2011) – [In celebration of "Chocolate Lovers Month" at Dunkin' Donuts](#) in February, the company is unveiling today a new line of yeast raised chocolate donuts. While Dunkin' Donuts has long offered delectable chocolate cake donuts as well as traditional yeast raised donuts such as Glazed and Boston Kreme, the company's renowned culinary team has worked for several years to create a line of cocoa yeast donuts and is now the only domestic chain to offer this unique type of light, airy chocolate donut.

Now through the end of February, Dunkin' Donuts restaurants nationwide will offer several varieties of the new Cocoa Donuts at the suggested retail price of 89 cents each, including:

- Cocoa Confetti, a chocolate yeast ring, topped with chocolate icing and rainbow sprinkles
- Reverse Boston Kreme, a chocolate yeast shell filled with chocolate Bavarian Kreme and topped with vanilla icing
- Cocoa Kreme Puff, a sugared chocolate yeast shell filled with vanilla butter cream

Dunkin' Donuts has led the donut category for more than 60 years. The company sells 2.5 million donuts and Munchkin™ donut hole treats every day. According to Dunkin' Brands' Executive Chef Stan Frankenthaler, the new Cocoa Donuts represent one of the brand's greatest donut innovations. "After several years of developing and testing, we are delighted to have created a yeast version of our popular chocolate donuts. We know our guests will enjoy this unique donut in all of its varieties as the perfect treat to keep people running with a delicious taste of chocolate," he said.

For another fresh new twist to meet your chocolate cravings, Dunkin' Donuts has expanded its popular line of Bagel Twists with the new Chocolate Chip Bagel Twist, which is drizzled with chocolate and filled with chocolate chips, and is available at participating restaurants for a suggested retail price of \$1.39. Dunkin' Donuts is also bringing back by popular demand a bakery favorite, the Triple Chocolate Muffin, which is made with a blend of cocoas and loaded with chocolate chunks and chips, and is available at participating restaurants for the suggested retail price of \$1.49.

Finally, for Chocolate Lovers Month, Dunkin' Donuts can keep you running with Mocha Coffee and Mocha Swirl Lattes. Served hot or iced, chocolate flavoring adds the perfect touch to your favorite Dunkin' Donuts coffee beverages. All Dunkin' Donuts lattes are made with rich espresso, derived from high-quality, 100% Fair Trade Certified coffee beans, and steamed milk.

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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### 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 four years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were \$6 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).