



## **FREEZE TO PLEASE: DUNKIN' DONUTS INTRODUCES FROZEN HOT CHOCOLATE**

CANTON, Mass. (May 31, 2011) – [Dunkin' Donuts](http://www.DunkinDonuts.com), America's all-day, everyday stop for coffee and baked goods, continues to prove that cool is hotter than ever with the introduction of Frozen Hot Chocolate, the newest addition to the brand's lineup of frozen beverages. Just in time for summer, Dunkin' Donuts' Frozen Hot Chocolate delivers the rich, comforting taste of Dunkin' Donuts' classic hot chocolate in an icy cold beverage. Frozen Hot Chocolate is available for a limited time at participating Dunkin' Donuts restaurants nationwide.

Dunkin' Donuts continues to establish itself as a beverage destination with a wide-variety of delicious frozen beverages to keep people energized and running throughout the day. Dunkin' Donuts' popular line of Coolatta® frozen slush drinks make it fun and easy to stay cool no matter how high the temperature rises. In addition to favorite Coolatta flavors such as Coffee, Strawberry, Vanilla Bean, Blue Raspberry and Tropicana® Orange, guests can create their own unique varieties by mixing existing Coolatta flavors into cool and creative combinations.

"Over the past few years, we've seen a significant increase in the popularity of our frozen beverages, not just in warm-weather months but all throughout the year," said John Costello, Chief Global Marketing & Innovation Officer at Dunkin' Brands. "Our frozen beverages provide our guests with the refreshment and the extra boost they need to get through their busy days, and we are excited to offer our new Frozen Hot Chocolate as yet another delicious cool choice to keep people running."

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 five 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).