



## HOME ICE ADVANTAGE: DUNKIN'™ DONUTS INTRODUCES ICED COFFEE K-CUP® PACKS

Guests can now brew Dunkin' Donuts' legendary Iced Coffee at home

with new Iced Coffee K-Cup® packs

CANTON, Mass. (July 2, 2013) – With the hottest days of the year upon us, [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, is giving people a great new way to keep cool at home with the brand's famous Iced Coffee. Dunkin' Donuts today introduced Original Blend Iced Coffee K-Cup® packs, a new variety of the brand's popular K-Cup® packs for use with the Keurig® K-Cup® Brewing System. Dunkin' Donuts' Iced Coffee K-Cup® packs are available through August at participating Dunkin' Donuts nationwide.

Dunkin' Donuts' new Original Blend Iced Coffee K-Cup® packs have been specially crafted to deliver the great taste of Dunkin' Donuts' delicious and refreshing Original Blend Iced Coffee in a single-serve portion, at the touch of a button. The Iced Coffee K-Cup® packs are brewed hot directly over ice, delivering the smooth, delicious taste that's made Dunkin' Donuts America's Favorite Iced Coffee, made to enjoy at home. Dunkin' Donuts' Iced Coffee K-Cup® packs are recommended for use with the 6 oz. or 8 oz. brew setting on the Keurig® K-Cup® Brewing System.

"Our Iced Coffee has long been a favorite way for our guests to keep refreshed and keep running throughout their busy days. In fact, Iced Coffee is fast becoming as popular as Hot Coffee in our restaurants," said John Costello, Dunkin' Brands President, Global Marketing and Innovation. "We're excited that we are now able to offer Iced Coffee K-Cup® packs so people can experience and enjoy our legendary Iced Coffee at home or at work, any time of day."

Dunkin' Donuts is a market leader in the Iced Coffee category, delivering refreshing Iced Coffee to guests every day, with a consistently smooth, delicious taste. Available in favorite flavors such as Original Blend, French Vanilla and Hazelnut, Dunkin' Donuts offers guests America's Favorite Iced Coffee all day to make it easy to keep running.

Sold exclusively at participating Dunkin' Donuts restaurants, Dunkin' Donuts' K-Cup® packs are offered in five popular flavors, including Original Blend, Dunkin' Decaf®, French Vanilla, Hazelnut and Dunkin' Dark® Roast. The suggested retail price for a 14-count box is \$11.99. Keurig® single cup brewers for use in-home and in the office utilize a patented, innovative brewing and single cup technology to deliver a fresh-brewed, perfect cup of coffee, every time at just the touch of a button.

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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