



## PUTTING THE “BR” IN BREW: DUNKIN™ DONUTS LAUNCHES ICED COFFEE FLAVORS INSPIRED BY BASKIN-ROBBINS ICE CREAM

Dunkin' Donuts introduces Mint Chocolate Chip and Old Fashioned Butter Pecan flavored iced coffees

Celebrate new flavors with special Twitter sweepstakes

CANTON, Mass. (April 1, 2013) – With warm weather on the way, [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, has two new flavors of iced coffee inspired by a favorite taste of the season, Baskin-Robbins ice cream. For the first time ever, Dunkin' Donuts has partnered with its sister brand, [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, to introduce flavors of iced coffee inspired by Baskin-Robbins ice cream.

Beginning today, Dunkin' Donuts guests can enjoy two “cool” new iced coffee options inspired by two of Baskin-Robbins' beloved classic ice cream flavors. Dunkin' Donuts' Mint Chocolate Chip Iced Coffee offers the refreshing taste of mint, swirled with chocolate and the flavor of sweet cream. Dunkin' Donuts' Old Fashioned Butter Pecan Iced Coffee features the flavors of indulgent butter roasted pecans and sweet cream. Both iced coffee flavors are available through spring and into the summer at participating Dunkin' Donuts restaurants nationwide.

“We are committed to offering our guests familiar flavors with an appealing twist, and we're particularly excited to bring together Dunkin' Donuts and Baskin-Robbins for the first time to create two new refreshing iced coffee flavors,” said Stan Frankenthaler, Executive Chef and Vice President of Product Innovation at Dunkin' Brands. “When you combine the flavor of Baskin-Robbins' popular ice creams like Mint Chocolate Chip or Old Fashioned Butter Pecan with delicious Dunkin' Donuts iced coffee, it's a sure way to please any ice cream or coffee lover.”

In celebration of Dunkin' Donuts' new iced coffee flavors inspired by Baskin-Robbins ice cream, Dunkin' Donuts is offering a unique Twitter sweepstakes this week. Beginning today and continuing through Friday, April 5, each day Dunkin' Donuts will ask a new trivia question about either Baskin-Robbins or iced coffee. Fans who tweet an answer to @DunkinDonuts on Twitter using the special hashtag #BRanDD are eligible to win one of two \$31 (representing 31 Baskin-Robbins ice cream flavors available each month) Dunkin' Donuts mGifts each day. For additional terms and conditions related to Dunkin' Donuts' #BRanDD sweepstakes, please visit: [http://www.dunkindonuts.com/content/dunkindonuts/en/promotions/BRANDD\\_SWEEPS.html](http://www.dunkindonuts.com/content/dunkindonuts/en/promotions/BRANDD_SWEEPS.html)

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.

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 Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at nearly 7,000 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. For the full-year 2012, Baskin-Robbins' shops had global franchisee-reported sales of approximately \$1.9 billion. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com).