



## **SPREAD THE NEWS THIS SUMMER: DUNKIN' DONUTS ROLLS OUT NEW EGG BAGELS AND REDUCED FAT JALAPENO CREAM CHEESE SPREAD**

CANTON, MA (July 9, 2012) – [Dunkin' Donuts](http://www.DunkinDonuts.com), America's all-day, everyday stop for coffee and baked goods, has some hot news for bagel lovers this summer. Dunkin' Donuts, the number one retailer of bagels in the United States\*, today introduced new Egg Bagels to its famous lineup of delicious bagels. Served oven-toasted, the new Egg Bagel features a soft, chewy inside, with an authentic crust and egg flavor. For some extra summer "heat," Dunkin' Donuts' bagels can now be paired with Dunkin' Donuts' new Reduced Fat Jalapeno Cream Cheese Spread, featuring the tasty kick and zesty flavor of real jalapeno peppers. Dunkin' Donuts' Egg Bagel and Reduced Fat Jalapeno Cream Cheese Spread are available all day at participating Dunkin' Donuts restaurants nationwide for a limited time.

Dunkin' Donuts introduced bagels in 1996, and continues to be an industry leader in bagel innovation. Earlier this year, Dunkin' Donuts reinvented its bagel recipe, delivering a new line of bagels that features a soft and chewy texture with bolder flavors. Dunkin' Donuts bagels are available in numerous varieties including Plain, Sesame, Poppy Seed, Cinnamon Raisin and more. Dunkin' Donuts' culinary innovation team, led by three-time James Beard Award nominee Executive Chef and Vice President of Product Innovation Stan Frankenthaler, also unveiled the Bagel Twist in 2010, which is a unique "twist" on the traditional bagel. Bagel Twists feature Dunkin' Donuts' famous bagels, twisted into an easy-to-eat shape that is perfect for people seeking a portable snack to keep them running. Bagel Twists are available at participating Dunkin' Donuts restaurants in flavors such as Cheddar Cheese and Cinnamon Raisin. Dunkin' Donuts' DDSMART® menu, featuring better-for-you food and beverages, includes the Multigrain Bagel.

According to Stan Frankenthaler, "As the nation's bagel leader and a brand with more than 60 years of baking heritage, we're always looking to excite our guests with new and innovative flavors and varieties of bagels and cream cheese spreads. We believe bagel lovers everywhere will enjoy our new Egg Bagels and Reduced Fat Jalapeno Cream Cheese Spread, along with our famous coffees and beverages, as a perfect way to keep them running any time of day all summer long."

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 six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.4 billion. 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).