

Start the Daily Grind at Home

Randolph, MA (February 1, 2001) -- For many people the daily ritual of savoring a cup of coffee is not something that is done in the comfort of home. Simply, it's easier and more convenient to stop by the coffee shop and pick up a fresh cup on-the-go. It almost always seems to taste better than what you purchase at the supermarket and make at home, too. As part of its Coffee Excellence program to educate customers on the pedigree of a cup of their famous coffee, Dunkin' Donuts is giving their Coffee by the Pound packaging a new look with an easy to navigate in-shop display. Brewing coffee at home has never been more delicious or convenient.

Not many people are aware that you can enjoy the delicious taste of Dunkin' Donuts coffee at home, as well as in your local shop. Your favorite flavors of Dunkin' Donuts coffee are available in ground and whole bean varieties for home brewing in one-pound and two-ounce stay-fresh bags in participating shops.

"Our consumers have expressed that they want their favorite coffee in the comfort of their own home as well as on-the-go," says Julie Barrett, Category Director for Dunkin' Donuts Beverages.

"From relaxing to entertaining, Coffee by the Pound is a great way for coffee-lovers to be able to enjoy the fun and flavor of Dunkin's at their own pace." Dunkin' Donuts Coffee by the Pound makes a great gift too!

Dunkin' Donuts Coffee by the Pound is sporting a new look on convenient self-serve displays. The new packaging features modern and up-to-date graphics and colors. Dunkin' Donuts Original Blend and Decaf coffee bags will feature a brick-colored band on the bottom of the package, while flavored blends will be identifiable with a green band along the bottom of the package. The new self-serve displays also allow customers to see and touch the coffee before purchasing and they increase speed of customer service.

Coffee by the Pound is available in Original Blend, Decaf, Café Blend, Hazelnut, French Vanilla and Cinnamon. Dunkin' Donuts Coffee by the Pound is available at participating shops at a suggested retail price of \$5.99 - \$7.99 per pound and \$1.19 for 2-oz. packaging. Dunkin' Donuts Coffee by the Pound is also available online at www.dunkindonuts.com. Purchasing Dunkin' Donuts coffee online is a great option for customers who love Dunkin' Donuts coffee, but can't easily get to their local shop. Gift baskets and other great gifts are also available online.

Dunkin' Donuts is the largest coffee and baked goods chain in the world, providing its loyal customers with high quality coffee, bagels, donuts and other related baked goods since 1950. With more than 5,000 combined locations in the United States and 37 countries around the world, Dunkin' Donuts has established a worldwide reputation for quality, freshness and convenience. Dunkin' Donuts USA is based in Randolph, MA and is a wholly-owned subsidiary of Allied Domecq PLC.