

Sugar and Spice and Everything Nice...

RANDOLPH, Mass. (January 27, 2004) -- Dunkin' Donuts, the world's largest retailer of coffee and donuts, will sweeten its menu with a slice of legendary Americana today when it begins serving its national award-winning single serve apple pie at participating Dunkin' Donuts shops in the Northeast, as well as in West Palm Beach, Florida.

The tasty treat was selected over scores of sweet concoctions and won Best Single Serve Turnover in the American Pie Council's 2003 National Pie Championships last February, a contest of commercial bakers throughout the United States and Canada. Dunkin' Donuts single serve apple pie is baked with fresh granny smith apples and real cinnamon that spills out of a golden-brown, butter-rich crust.

"We are excited to add a national award-winning item to our menu and offer our customers more delicious choices," said Ed Valle, director brand marketing. "Like so many other offerings at Dunkin' Donuts, apple pie is a favorite American treat and we are pleased to offer it to our customers."

Dunkin' Donuts' single serve apple pie, which will be served warm, will debut in the Northeast at participating Dunkin' Donuts' shops in Boston, Providence, Hartford, Springfield, Portland and Bangor. The product was test marketed last year at select locations in Springfield, Massachusetts. The suggested retail price is \$1.29.

For an extra treat, the apple pie can be served as Apple Pie a la Mode at participating Baskin-Robbins locations in the Northeast.

"The homemade taste of Dunkin' Donuts warm apple pie pairs nicely with the rich, creamy flavor of Baskin-Robbins' vanilla ice cream," added Valle. "Ask for a caramel drizzle for the perfect indulgence." The Apple Pie a la Mode suggested retail price is \$2.29.

Dunkin' Donuts Incorporated is the largest coffee and baked goods chain in the world with 5,800 locations in 29 countries worldwide. Dunkin' Donuts sells more regular coffee, donuts, bagels and muffins than any other retailer in the United States. Founded in 1950, Dunkin' Donuts is based in Randolph, Mass., and is a division of Allied Domecq PLC, a global business in spirits, wines, and quick service restaurants. For more information, visit www.dunkindonuts.com.

As the world's largest chain of ice cream specialty shops, Baskin-Robbins creates and markets its innovative, high-quality premium ice cream, specialty frozen desserts and beverages in more than 4,700 retail shops around the globe. Headquartered in Randolph, Mass., Baskin-Robbins is part of Allied Domecq PLC, a global business in spirits, wines, and quick-service restaurants. For more information, visit www.baskinrobbins.com.