



## WARM UP THIS WINTER WITH DUNKIN' DONUTS' NEW CARAMEL K-CUP® PACKS

CANTON, MA (January 23, 2013) – [Dunkin' Donuts](http://www.DunkinDonuts.com), America's all-day, everyday stop for coffee and baked goods, has a delicious new way to keep warm this winter with the brand's famous coffee, one cup at a time. Dunkin' Donuts today introduced Caramel K-Cup® packs, a new flavor variety of the brand's popular K-Cup® packs for use with the Keurig® K-Cup® Brewing System.

Dunkin' Donuts' Caramel K-Cup® packs are perfect for coffee lovers looking to enjoy great-tasting Dunkin' Donuts coffee at home, one cup at a time at just the touch of a button. Featuring a unique blend of 100% Arabica beans with the taste and aroma of sweet and creamy caramel, Dunkin' Donuts' Caramel K-Cup® packs are available for a limited time exclusively at participating Dunkin' Donuts restaurants nationwide. Dunkin' Donuts K-Cup® packs are also 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. Guests can also enjoy Dunkin' Donuts' new Caramel packaged coffee in a special 8-oz size. Caramel packaged coffee is available for a limited time at participating Dunkin' Donuts restaurants.

Caramel K-Cup® packs were first revealed to Dunkin' Donuts Twitter followers last week as the culmination of a special week-long Twitter sweepstakes, in which fans could enter a guess as to the brand's newest K-Cup® packs flavor. With each guess using a special #NextDDKCup hashtag, the coffee beans covering the @DunkinDonuts Twitter profile slowly disappeared, unveiling the new Caramel K-Cup® packs.

Dunkin' Donuts is also keeping people running this month with several new menu items introduced at the start of January, including new Dark Hot Chocolate, which puts a rich new spin on the classic Hot Chocolate with the indulgent flavor of dark chocolate. For bagel lovers, Dunkin' Donuts also has a new French Toast Bagel. Served oven-toasted, the new French Toast Bagel features the delicious flavors of cinnamon, egg, vanilla and butter with an authentic crust and a soft, chewy inside. For some extra cinnamon kick, Dunkin' Donuts' bagels can now be paired with Dunkin' Donuts' new Reduced Fat Cinnamon Cream Cheese Spread. Both menu items are available all day at participating Dunkin' Donuts restaurants nationwide for a limited time.

Dunkin' Donuts has also added the new Turkey Sausage Breakfast Sandwich to its DDSMART menu in select markets. A delicious breakfast sandwich option under 400 calories, the Turkey Sausage Breakfast Sandwich features a pepper fried egg, turkey sausage patty and a slice of reduced fat cheddar cheese, served on an oven-toasted English Muffin. The Turkey Sausage Breakfast Sandwich is available for a limited time only at participating Dunkin' Donuts restaurants in New England and the Mid-Atlantic United States.

For more information about Dunkin' Donuts, please 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 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 hot regular/decaf/flavored coffee, iced 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).