

WHICH PART OF THE GINGERBREAD MAN COOKIE DO YOU EAT FIRST? DUNKIN' DONUTS SURVEY SHOWS MOST PEOPLE START AT THE TOP

CANTON, Mass. (December 2, 2010) -- With National Cookie Day this Saturday, December 4, Dunkin' Donuts recently asked people a biting question as part of its annual holiday survey: which part of the gingerbread man cookie do you eat first? According to the results, nearly two-thirds (64 percent) of survey respondents start at the top by eating the head of the gingerbread cookie first. Twenty percent go straight for the gingerbread man's legs, while only 16% of cookie eaters begin with a farewell to the arms.

Dunkin' Donuts, America's all-day, every day stop for coffee and baked goods, conducted its second annual holiday survey of more than 500 people in November. According to Dr. Alan Hirsch, Neurological Director of the Smell and Taste Treatment and Research Foundation in Chicago, the first bite of the cookie can actually provide insight into underlying personality. "If one chooses to bite the head first, it indicates an achievement-oriented individual, a natural leader, who won't take no for an answer. If the initial bite is the right hand, it reflects an individual who tends to be skeptical and pessimistic, while those who initially bite the left arm have a flare for creativity and are more extroverted. Those who first choose the legs tend to be more sensitive, reveling in the company of others," he said.

Regardless of how you enjoy your gingerbread, Dunkin' Donuts has a host of gingerbread treats to keep you running throughout the holiday season. Available at participating restaurants through the end of the year, Dunkin' Donuts' holiday lineup includes hot and iced gingerbread coffee and lattes, gingerbread donuts and delicious gingerbread muffins topped with white icing drizzle. In New England and Metro New York, Dunkin' Donuts is also offering a new gingerbread man cookie topped with white icing drizzle.

Holiday Recipes

Inspired by the favorite seasonal flavor of gingerbread, Dunkin' Donuts' Executive Chef Stan Frankenthaler, a three-time James Beard Award nominee and co-author of "The Occidental Tourist," a New York Times Editors' Pick, offers a few simple recipes for home chefs to spice up their holiday menus:

French Gingerbread Toast

Ingredients

- Whole eggs (large) – 2
- Milk or Cream – 2 Tbsp (splash)
- Water – ¼ cup
- Salt – pinch
- Allspice – ¼ tsp
- Dunkin' Donuts Gingerbread Muffins – 6 (use either fresh muffins or day old muffins)

1. Pre slice muffins into three even slices – horizontally (like a cake layer), trim off the peak to create a flat top.
2. Crack eggs into bowl, add water and milk – whisk gently until all ingredients are incorporated.
3. Add salt – whisk.
4. Add Allspice – whisk until completely incorporated.
5. Preheat skillet on medium heat.
6. Dip muffin slices into batter, flip.
7. Place onto hot skillet, until golden brown.
8. Flip and cook until golden brown.
9. Place onto plate, slightly overlapping in the center.

Dunkin' Donuts Gingerbread Latte and Donut Trifle

Ingredients

- 1 large hot Dunkin' Donuts Gingerbread Latte
- 1 box instant vanilla pudding
- 2 Dunkin' Donuts Gingerbread Donuts
- Gingersnap and other favorite wafer cookies
- Whipped cream

1. Empty contents of pudding package into mixing bowl.

2. Measure 16 oz. of the Gingerbread Latte and add to mixing bowl, whisking for 1-2 minutes until blended according to package instructions.
3. Choose either individual serving containers or a 1 1/2 quart trifle or soufflé dish to layer together the dessert.
4. Divide 2 oz. of pudding into individual serving containers or add 12 oz. of pudding to bottom of larger dish.
5. Crumble Gingerbread Donuts, add a layer of donuts on top of pudding and gently press into custard.
6. Top donut layer with remaining pudding and a layer of crumbled gingersnaps on top.
7. Cover with plastic wrap and refrigerate until ready to serve.
8. To serve, top with whipped cream and garnish with a gingersnap cookie.

Gingerbread Latte Casserole

Ingredients

- 1ea 28oz can Baked Beans
- 8oz Kielbasa sliced
- 3lb Country Cut Ribs
- 1ea Small Dunkin' Donuts Gingerbread Latte
- 1ea Small Onion, diced
- 1ea Dunkin' Donuts Gingerbread Muffin

1. Pour beans into a mixing bowl. Add the latte and stir well. Reserve.
2. In a sauté pan over medium high heat, add 1T of cooking oil. Add the ribs and brown on both sides. When browned, place into a 9x13 baking dish and reserve.
3. Now brown the kielbasa slices then add to the baking dish with the ribs.
4. Add the onions to the sauté pan and brown. Also add to the baking dish.
5. Pour the bean and latte mixture over the ribs and kielbasa.
6. Crumble the gingerbread muffin over the casserole. Bake in a preheated 350°F oven for approximately 15-20 minutes or until browned and bubbling.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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Survey Methodology

Penn, Schoen and Berland Associates conducted a quantitative online flash poll among 500 members of the general population who are 18-49, representative of the US population (gender, age, race and region). The poll was conducted November 6-8th 2010. The margin of error for the overall audience is +/-4.38% and larger for sub-groups.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day 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, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for four years running. The company has more than 9,000 restaurants in 31 countries worldwide. In 2009, Dunkin' Donuts' global system-wide sales totaled \$5.7 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.