Dunkin' Donuts K-Cup Pods Named One of the Top New Consumer Packaged Goods Products by IRI Market Advantage

New Varieties – Dunkin' Dark® and Pumpkin Spice – to hit grocery shelves this summer

CANTON, MA, ORRVILLE, OH and WATERBURY, VT (July 19, 2016) – Dunkin' Brands Group, Inc. (NASDAQ: DNKN,) The J.M. Smucker Company (NYSE: SJM) and Keurig Green Mountain, Inc. (Keurig) (NASDAQ: GMCR) today announced that more than 300 million Dunkin' K-Cup® pods were sold in the first year since being made available at retail outlets nationwide, with sales totaling nearly $220 million in IRI retail scanned data. IRI Market Advantage, a market research company focused on the consumer packaged goods (CPG) industry, reported the results and included Dunkin' K-Cup® pods on its list of Rising Stars in Food & Beverage.

According to IRI's April 2016 report, *New Product Pacesetters: Harvesting the Fruits of Innovation Done Right*, over 10,000 new CPG products hit retail shelves each year with generally less than 10 new products capturing more than $100 million in their first year of sales and only half of those reaching the $200 million mark.

"We were extremely pleased with the successful launch of Dunkin' Donuts varieties in K-Cup pods. Dunkin' Donuts coffee consumers had been requesting this launch for quite some time and, as shown by consumer repeat rates, they are continuing to embrace the ability to purchase Dunkin' Donuts K-Cup pods wherever they shop for groceries," said Steve Oakland, The J.M. Smucker Company Vice Chair and President U.S. Food and Beverage. "The momentum behind the brand remains strong and we are excited to expand our K-Cup portfolio by bringing consumers two new offerings, including Dunkin' Dark and Pumpkin Spice, two varieties that are consumer favorites."

"The success of Dunkin' K-Cup pods speaks directly to consumers' love for the Dunkin' brand and the great tasting, consistent experience they get from their Keurig brewing system," said Mark Wood, Keurig Green Mountain's Chief Business Development and Partner Officer. "The wide availability of Dunkin K-Cup pods has created new Dunkin' fans, making it possible for them to enjoy their beloved Dunkin' brand with Keurig quality and convenience."

"The launch of Dunkin' K-Cup pods in the retail channel went much more quickly than we expected and was very well received by retailers and consumers as evidenced by these remarkable sales results," said Paul Carbone, Dunkin' Brands Chief Financial Officer. "We are delighted that through our partnership with The J.M. Smucker Company and Keurig Green Mountain that in our first year of sales we were able to get hundreds of millions of cups of Dunkin' Donuts coffee in the hands of new and existing customers. As we continue into the second year of our partnership with the Smucker Company and Keurig, we look forward to continuing to build Dunkin' Donuts' brand equity and to reinforce our brand's overall coffee leadership."

In support of the goal to drive its coffee leadership, the companies also announced that this summer two new K-Cup® pod varieties – Dunkin' Dark® and Pumpkin Spice – would be available at grocery stores and retailers nationwide. Dunkin' Dark coffee features a bold, rich taste with the signature smoothness expected from Dunkin' Donuts coffee. New Pumpkin Spice offers a seasonal blend of favorite fall flavors including pumpkin, nutmeg, and cinnamon. Both K-Cup® pod varieties are made with 100% premium Arabica coffee, and will be available at select retailers throughout the U.S. beginning this month.

In addition to retail outlets, Dunkin' K-Cup® pods are also made available for sale online at OnlineStore.Smucker.com and Keurig.com, as well as DunkinDonuts.com. Dunkin' Donuts K-Cup® pods are available in several varieties, including Original Blend, Dunkin' Decaf®, French Vanilla and Hazelnut. Dunkin' Donuts Bakery Series® Chocolate Glazed Donut, Dunkin' Dark and Pumpkin Spice K-Cup® pods are available exclusively at retailers nationwide and select varieties are available at Dunkin' Donuts restaurants.

To learn more about **Dunkin' Donuts** packaged coffee, visit DunkinAtHome.com or DunkinDonuts.com, or follow us on Facebook (www.facebook.com/DunkinDonuts), Instagram (www.instagram.com/DunkinDonuts) and Twitter (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 a No. 1 ranking for customer loyalty in the coffee category by Brand Keys for 10 years running. The company has more than 11,800 restaurants in 44 countries worldwide. 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.

About The J. M. Smucker Company

For nearly 120 years, The J.M. Smucker Company has been committed to offering consumers quality products that bring families together to share memorable meals and moments. Today, Smucker is a leading marketer and manufacturer of consumer food and beverage products and pet food and pet snacks in North America. In consumer foods and beverages, its brands include *Smucker's*®, *Folgers*®, *Jif*®, *Dunkin' Donuts*®, *Crisco*®, *Pillsbury*®, *R.W. Knudsen Family*®, *Hungry Jack*®, *Café Bustelo*®, *Martha White*®, *truRoots*®, *Sahale Snacks*®, *Robin Hood*®, and *Bick's*®. In pet food and pet snacks, its brands include *Meow Mix*®, *Milk-Bone*®, *Kibbles 'n Bits*®, *Natural Balance*®, and *9Lives*®. The Company remains rooted in the *Basic Beliefs* of *Quality, People, Ethics, Growth,* and *Independence* established by its founder and namesake more than a century ago. For more information about the Company, visit jmsmucker.com.

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About Keurig Green Mountain, Inc.
Keurig Green Mountain, Inc. (Keurig) is reimagining how beverages can be created, personalized, and enjoyed, fresh-made in homes and workplaces. We are a personal beverage system company revolutionizing the beverage experience through the power of innovative technology and strategic brand partnerships. With an expanding family of more than 70 beloved brands and 445 beverage varieties, our Keurig® hot beverage system delivers great taste, convenience, and choice at the push of a button. As a company founded on social responsibility, we are committed to using the power of business to brew a better world through our work to build resilient supply chains, sustainable products, thriving communities, and a water-secure world. Keurig is a private business owned by an investment group led by JAB Holding Co. For more information visit: www.KeurigGreenMountain.com. To purchase Keurig products visit: www.keurig.com, www.keurig.ca, www.keurig.co.uk, www.keurig.co.kr.