



Cheers to 66 Years: Dunkin'™ Donuts Celebrates National Coffee Day By Offering Medium Hot Coffee for Only 66 Cents

Dunkin' Donuts celebrates 66 years of serving delicious, high-quality coffee with 66 cent medium hot coffee offer on National Coffee Day

CANTON, MA (September 22, 2016) -- National Coffee Day is Thursday, September 29, and [Dunkin' Donuts](#) will hail the holiday by raising a cup to its loyal guests with a coffee offer in celebration of the brand's 66-year history of keeping people running with great coffee each and every day. Dunkin' Donuts today announced that on National Coffee Day, guests can enjoy any medium-sized cup of the brand's signature hot coffee for the special price of 66 cents at participating Dunkin' Donuts restaurants nationwide.

According to Chris Fuqua, Senior Vice President, Dunkin' Donuts Brand Marketing, Global Consumer Insights & Product Innovation, "Dunkin' Donuts' coffee heritage, and the love people have for our coffee, goes back 66 years to 1950, something no other leading restaurant brand can match. Since then, our coffee has remained an important part of millions of guests' daily lives, helping busy people start their morning and keep on running any time of day or night. For National Coffee Day in 2016, we say cheers to 66 years by making Dunkin' Donuts' signature hot coffee available on September 29 for only 66 cents for a medium-sized cup."

In the days leading up to September 29, Dunkin' Donuts will also serve up a special surprise for select members of the brand's social community. Beginning Monday, September 26 and running through National Coffee Day, Dunkin' Donuts will surprise a total of 66 of its Twitter followers with Dunkin' Donuts cards good for a year's worth of free coffee. The special cards will be created exclusively for these 66 fans to help recognize their passion for Dunkin' Donuts coffee. For more information, please visit <http://bit.ly/2binP5h>.

Dunkin' Donuts is also helping fans both show and share their love of coffee by offering a one-day-only Snapchat Geofilter on National Coffee Day. The fun design celebrates the day, and can be unlocked at any of Dunkin' Donuts' U.S. locations on September 29 only.

According to the NPD Group / CREST, Dunkin' Donuts is a leader in the hot and iced coffee categories in the U.S. The company sells more than 1.9 billion cups of hot and iced coffee globally every year. In addition to the brand's signature hot and iced Original Blend Coffee, Dunkin' Donuts offers Rainforest Alliance Certified™ Dark Roast, which uses a unique blending and roasting process to create a bold flavor and smooth finish without the bitterness typically associated with most dark roast coffees. Dunkin' Donuts also offers a full lineup of espresso beverages, including cappuccino, espresso, hot and iced lattes, and hot and iced macchiato.

Additionally, Dunkin' Donuts restaurants nationwide now offer Cold Brew coffee, prepared by steeping a special blend of coffee in cold water over an extended period of time to extract a uniquely distinctive flavor from the beans. The longer brewing process provides a rich, smooth coffee with an inherently sweeter flavor reminiscent of dark chocolate. Cold Brew coffee is crafted by hand in Dunkin' Donuts restaurants in small batches and served each day while supplies last.

To learn more about Dunkin' Donuts, visit www.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 11,900 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.