



## Dunkin' Donuts Announces Plans to Develop Up to 69 New Restaurants in Louisiana with Drew Brees and Bourbon Street Donuts, LLC

New Orleans Saints Quarterback Teams Up with Existing Dunkin' Donuts Franchisee Vik Patel and Former New York Giants Offensive Lineman David Diehl to Expand Brand's Presence Across the State

CANTON, MA (January 3, 2017) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, announced today that New Orleans Saints Quarterback Drew Brees, in partnership with existing franchisee Vik Patel, has signed an agreement to develop up to 69 new Dunkin' Donuts restaurants in New Orleans, Baton Rouge, Shreveport, Monroe and Alexandria, Louisiana over the coming years. The first location under the new partnership is planned to open in 2017, and the group will also co-own five existing Dunkin' Donuts restaurants in Louisiana.

Bourbon Street Donuts, LLC is led by Vik Patel, the CEO of Tampa-based Purple Square Management Co. Patel has been a Dunkin' Donuts franchisee for 10 years and currently operates 46 restaurants in Alabama, Florida and Louisiana. Purple Square also has plans to open additional units in 2017. New Orleans Saints Super Bowl champion and MVP Drew Brees and former New York Giants offensive lineman and current FOX Sports broadcaster David Diehl are also partners at Bourbon Street Donuts, LLC.

"As Dunkin' Donuts franchisees we are committed to growing the brand in Louisiana and playing an important role in the daily lives of people who live, work and visit here," said Vik Patel, CEO at Bourbon Street Donuts, LLC. "Drew has proven his commitment to New Orleans – both on and off the field – and we couldn't ask for a better partner to help expand Dunkin' Donuts' presence in Louisiana. We're excited to open our first few restaurants under this partnership next year, and developing even more restaurants over the long-term."

Currently, there are a dozen Dunkin' Donuts restaurants located throughout Louisiana, and the company is continuing to grow the brand throughout the Southeast. As part of this growth, Dunkin' Donuts is recruiting franchisees in Arkansas, eastern Texas and Mississippi. To help fuel growth, special development incentives are available, which include reduced royalty fees for three years and up to \$5,000 in local store marketing support for timely openings.\* In an effort to keep the brand fresh and competitive, Dunkin' Donuts offers flexible concepts for any real estate format including free-standing restaurants, end caps, in-line sites, gas and convenience, travel plazas, universities, as well as other retail environments.

"Dunkin' Donuts' growth in the Southeast would not be possible without our existing franchisees like Vik Patel who continue to demonstrate their high confidence in our business model, our world-class support team, and the unit economics of the business," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "Additionally, we are excited to welcome NFL great Drew Brees to our system, and we look forward to working with Bourbon Street Donuts to bring great products and exceptional guest service to our loyal guests throughout Louisiana."

Dunkin' Donuts offerings include hot coffee, iced coffee, cold brew coffee, flavored coffees, lattes, macchiato, espresso, cappuccino, Dunkin' Donuts K-Cup® pods, Coolatta® frozen drinks, donuts, muffins, bagels, breakfast and bakery sandwiches, and a DDSMART® menu featuring better-for-you items.

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

\*Details available in the Dunkin' Donuts Franchise Disclosure Document

### 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 10 years running. The company has more than 12,000 restaurants in 45 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](http://www.DunkinDonuts.com).