



Brand Keys Names Dunkin'™ Donuts #1 in Coffee Customer Loyalty for 11th Consecutive Year

Dunkin'™ Donuts also #1 in packaged coffee category for fifth consecutive year

For the 11th consecutive year, [Dunkin' Donuts](https://www.dunkindonuts.com) is being honored for providing guests with a superior customer experience. According to the 2017 Brand Keys Customer Loyalty Engagement Index®, Dunkin' Donuts is once again a top brand for consumer loyalty in the out-of-home coffee category, marking the 11th year in a row that Dunkin' Donuts has earned this recognition. Dunkin' Donuts was also named a #1 brand for customer loyalty in the packaged coffee category for the fifth straight year.

Brand Keys 22nd annual Customer Loyalty Engagement Index, conducted by the New York-based brand engagement and customer loyalty research consultancy, identifies brands that are best able to engage consumers by meeting or exceeding their expectations, which creates loyal customers. Brand Keys' Customer Loyalty Engagement Index recognizes the brands that receive the highest loyalty and engagement assessments and surpass competitors for "delighting" customers. In the coffee restaurant and packaged coffee categories, consumer preferences were based on consistently meeting customer expectations for taste, quality, service and brand value.

According to Chris Fuqua, Senior Vice President of Dunkin' Donuts Brand Marketing & Global Consumer Insights & Product Innovation, "Dunkin' Donuts is strategically focused on new and innovative ways to keep our loyal guests energized with our coffee and beverages, quickly and conveniently. In 2016, this included one of our most important initiatives, the launch of On-the-Go Mobile Ordering, allowing members of our DD Perks® Rewards Program to place their order ahead of time and speed past the line in-store to pick up their favorite menu items. We are proud to once again be recognized by Brand Keys for our commitment to offering exceptional service and earning our customers' loyalty every day."

"We congratulate Dunkin' Donuts for absolutely stellar performance again this year. This is the 11th year in a row they have anticipated and met customer expectations in the Out-of-Home Coffee category," said Robert Passikoff, President & Founder of Brand Keys. "And, it's the 5th straight year where they ranked #1 in the Packaged Coffee category. Dunkin' has managed to leverage the values of their brand to create both a literal and virtual connection with their customers. There aren't many brands that are able to do that. We raise our coffee mugs to toast Dunkin's on-going success."

Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods, selling more than 1.9 billion cups of hot and iced coffee and espresso-based beverages per year. The brand's beverage offerings include high-quality, freshly-brewed hot and iced Coffees, Rainforest Alliance Certified™ Dark Roast and Cold Brew, along with Americano and hot and iced Espresso, Macchiato, Cappuccino and Latte. There are more than 25,000 ways to order a coffee at Dunkin' Donuts, and guests are encouraged to customize their favorite beverages available all day long. Dunkin' Donuts' packaged coffee is also available at participating Dunkin' Donuts restaurants in a 16-oz. bag for brewing at home, in flavors such as Original Blend, Dunkin' Decaf® and Rainforest Alliance Certified™ Dark Roast.

Dunkin' Donuts continues to reward loyal customers through its DD Perks Rewards Program, which has surpassed five million members and remains one of the fastest growing loyalty programs in the quick service restaurant industry. With DD Perks, guests already earn five points for every dollar they spend on qualifying purchases at Dunkin' Donuts when they pay using an enrolled Dunkin' Donuts Card, either plastic or via the Dunkin' Mobile® App. Once a member accrues 200 points, he or she receives a coupon for a free, any-size beverage of their choice, redeemable at participating Dunkin' Donuts restaurants. DD Perks members also receive a coupon for a free, any-size beverage upon enrollment and on their birthday. To enroll in DD Perks, download the Dunkin' Mobile App or visit www.DDPerks.com.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or subscribe to the Dunkin' Donuts blog to receive notifications at <https://news.dunkindonuts.com/blog>.

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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 11 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.