



Sip, Peel, Win! Dunkin' Donuts Coffee Drinkers are Winners with New Peel & Reveal On-Cup Program

Dunkin' Donuts' first-ever national on-cup peel & reveal program offers prizes to guests who purchase a large or extra large hot Coffee, Tea or Hot Chocolate (excluding Espresso) through end of September

Football stars Rob Gronkowski and Odell Beckham Jr. celebrate "Sip, Peel, Win." by breaking out their best dance moves to show what winning is all about

CANTON, MA (August 28, 2017) - [Dunkin' Donuts](#) guests win the day with the freshly-ground, freshly-brewed coffee inside their cup, and now what's on the cup could make them winners as well. Dunkin' Donuts launched "Sip, Peel, Win." as the brand's first-ever national on-cup peel and reveal promotion, offering a prize or special offers to every guest who purchases a large or extra large hot Coffee, Tea or Hot Chocolate (excluding Espresso) at participating locations*. Now through September 30 or while supplies last, specially marked large and extra large hot cups will be stickered with a game piece, giving guests the chance to win a year's worth of free coffee and other great prizes, such as Dunkin' Donuts gift cards, free menu items, Fanatics® prizes and more. Non-winning game pieces have valuable coupons for Dunkin' product or discounts at Fanatics.com. No purchase or payment necessary, legal U.S. residents, 13+. For information on how to receive a free game piece, see the Official Rules at www.sippeelwin.com.

To celebrate the winning spirit of "Sip, Peel, Win." Dunkin' Donuts brought together two of its favorite football players, Rob Gronkowski and Odell Beckham Jr., for original dance moves to help America win in style. As part of special advertising and digital content for this promotion, Gronk and Odell have broken out their best celebratory dances fueled by Dunkin' Donuts coffee to show what winning is all about. To check out some of Gronk's and Odell's winning moves, visit <https://news.dunkindonuts.com/blog/sippeelwin>.

"Coffee is such an important beverage for so many of our guests, as it helps keep them energized to make the most of each day," said Tom Manchester, Vice President, Field Marketing, Dunkin' Brands. "Through our first-ever on-cup instant win program, we are rewarding our busy guests with prizes and special discounts on large or extra large hot cups."

Today Dunkin' Donuts is also officially welcoming back classic pumpkin coffees, donuts, MUNCHKINS® donut hole treats and muffins along with a new Pumpkin Cream Cheese Spread. For an extra flavorful fall, the brand also has new Maple Pecan Flavored Coffees, the new Maple Sugar Bacon Breakfast Sandwich, and a new Festive Fall Donut. The brand is celebrating by treating people to a taste of maple starting today, as 15 Dunkin' Donuts shops located on Maple Streets, Maple Roads and Maple Avenues throughout the country will offer 500 guests at each location a free medium-sized cup of hot or iced Maple Pecan Flavored Coffee. Guests will have the chance during the day to sample the Maple Sugar Bacon Breakfast Sandwich as well. For the full list of participating Dunkin' Donuts restaurants and details, visit the Dunkin' Donuts blog: <https://news.dunkindonuts.com/blog/something-special-is-brewing-on-maple-street>

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).

* U.S. locations, excluding airports, stadiums, universities, transportation centers, Speedway locations, and other locations unable to accept coupons.

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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 12,300 restaurants in 46 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.

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