



Sipping is Believing: Dunkin'™ Takes Aim at Winning Over Espresso Drinkers with an Entirely New Handcrafted Espresso Experience

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The Dunkin' espresso relaunch is one of the most transformative product initiatives in the brand's recent history

CANTON, MA (October 24, 2018) -- Dunkin', long recognized for keeping on-the-go guests energized with its signature hot and iced coffees, is now determined to be known for great-tasting espresso beverages. Nearly one month after unveiling its new rebranding designed to emphasize its beverage-focused strategy, Dunkin' today revealed one of the most significant product initiatives in the brand's recent history, with the goal of offering an entirely new espresso experience for customers in its U.S. restaurants by the holiday season.

With new state-of-the-art espresso equipment, a new espresso recipe, extensive restaurant training and new espresso cups, Dunkin' will serve handcrafted hot and iced espresso beverages -- including lattes and cappuccinos -- featuring a rich, smooth, balanced taste that meets the profile preferred by espresso customers, and in particular younger espresso drinkers.

Dunkin's enhanced espresso experience includes the installation of new equipment in all participating U.S. restaurants that dramatically improves espresso bean extraction for the optimal espresso beverage. The resulting espresso will deliver a stronger and more robust flavor profile. In preparation for the launch, Dunkin' restaurant employees throughout the country have received extensive training and espresso certification on the new equipment and beverage builds.

Dunkin' will support this launch with a comprehensive marketing campaign with even the Dunkin' espresso cups undergoing a redesign. The new espresso cups are bright orange and feature an exclamation point "!", a symbol that the espresso beverages being served are bold, new and exciting.

Earlier this year, Dunkin' Brands announced plans to invest approximately \$100 million into the Dunkin' U.S. business, more than half of which is committed to restaurant equipment that will enable the company to accelerate its beverage-led strategy, including espresso. With Dunkin' franchisees also making a substantial investment in the initiative, the brand is focused on growing its share of the hot and iced espresso category.

According to Tony Weisman, Chief Marketing Officer, Dunkin' U.S., "Espresso is one of the fastest growing coffee categories, particularly among younger consumers, and with our coffee credentials we believe we have a tremendous opportunity to improve our awareness and credibility among espresso drinkers. Our superior lineup of lattes, cappuccinos, Americanos and macchiatos will delight current customers and surprise new ones. Sipping will truly be believing when it comes to the new espresso experience at Dunkin'."

"Relaunching espresso in our restaurants nationwide has been a tremendous undertaking, from installation of the new espresso machines, to the creation of the new, bolder taste profile, to the extensive employee training. This is a transformative initiative, and it would never have happened without the total alignment and support of our franchisees," said Scott Murphy, Chief Operating Officer, Dunkin' U.S. "We are bringing America what we believe are the best, handcrafted espresso beverages in the marketplace, at a great value and all delivered at the speed of Dunkin'."



All espresso beverages served at Dunkin' U.S. restaurants will continue to be made with 100% espresso beans sourced from Rainforest Alliance Certified™ farms. The Rainforest Alliance is an international nonprofit organization that works to conserve biodiversity and ensure sustainable livelihoods so that the planet and people prosper together. Rainforest Alliance certification helps to protect wildlife; safeguard soils and waterways; and improve quality of life for workers, their families and local communities.

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

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About Dunkin'

Founded in 1950, Dunkin' is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' is a market leader in the hot regular/decaf/flavored coffee, iced regular/decaf/flavored coffee, donut, bagel and muffin categories. Dunkin' has earned a No. 1 ranking for customer loyalty in the coffee category by Brand Keys for 12 years running. The company has more than 12,600 restaurants in 46 countries worldwide. Based in Canton, Mass., Dunkin' is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.