



Rise and Shine: Dunkin'™ Debuts New Breakfast Tacos for Spring

BOSTON (March 22, 2023) – Get ready to *taco 'bout* a delicious new breakfast at Dunkin'! Starting March 22, there's a new way to run on Dunkin' this spring as the brand debuts its first-ever **Breakfast Tacos**, available beginning today.

Dunkin's Breakfast Tacos arrive just in time to keep guests fueled at the first sign of spring. Starting with a warm flour tortilla, the satisfying and flavorful tacos are made with scrambled eggs, melted sharp white cheddar cheese, fire-roasted corn, and a drizzle of tangy lime crema for a refreshing finish. The tacos can be ordered with or without crispy crumbled bacon topping for an additional flavor boost.

What sets Breakfast Tacos apart are their blend of spring-forward ingredients, with fire-roasted corn taking center stage. The tacos are designed to be eaten while guests are on-the-go, served in a convenient Dunkin' taco holder to keep all the premium flavors in place.

"Our culinary team has expertly crafted these Breakfast Tacos with the vibrancy of Spring in mind, delivering a taste sensation that can be enjoyed any time of the day - not just for breakfast," said Jill McVicar Nelson, Dunkin's Chief Marketing Officer. "These tacos are undoubtedly one of the tastiest savory items we've launched at Dunkin'. We're thrilled for guests to try them and discover their new favorite meal to fuel their day, whether they're looking for a delicious breakfast or a mid-afternoon snack."

Whether Dunkin' fans are looking for a quick breakfast, a midday snack, or a satisfying evening bite, Breakfast Tacos at Dunkin' are the ultimate in on-the-go deliciousness. To stay up to date on the latest happenings at Dunkin', visit DunkinDonuts.com or subscribe to the Dunkin' blog to receive notifications at news.dunkindonuts.com/blog.

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 for 16 years running. The company has more than 12,600 franchised restaurants in 40 countries worldwide. Dunkin' is part of the Inspire Brands family of restaurants. For more information, visit www.DunkinDonuts.com.