Itâ€™s the Best Day of the Year! Dunkinâ€™Â® Offers Multiple Ways to Celebrate National Donut Day on Friday, June 7

From a special PSA from Grammy-nominated Entertainer Jelly Roll to free donuts and a donut-inspired merch drop on ShopDunkin.com, the brand has something for every guest

BOSTON (June 6, 2024) – It might have been dropped from the official name, but don't get it twisted - the donut obsession is real at Dunkin' and runs deep in the brand's history. As the largest donut and coffee brand in America, Dunkin' is fueling the dreams of all donut lovers in celebration of **National Donut Day** by offering a free donut with every beverage purchase on Friday, June 7.

Along with enjoying their free donut, guests can dive into the festivities in multiple ways—from discovering how one of country music's biggest stars, Jelly Roll, enjoys his Dunkin', to shopping a new donut-inspired merch drop on ShopDunkin.com, and even grabbing a one-of-a-kind Dunkin' x Scrub Daddy sponge to make everyday household chores a little more cheerful. Dunkin' has something sweet for everyone!

A Perfect Pairing

To remind guests what the holiday is all about, Dunkin' is teaming up with Jelly Roll in a new video. In it, he shares the true story behind his iconic name (hint: his childhood love of jelly donuts) and his favorite ways to enjoy donuts from Dunkin'. Guests can tune in to Instagram and TikTok to perfect their donut order and dunking technique.

ShopDunkin' Hits All the Right Notes for Donut Fans

To further celebrate National Donut Day, the brand is unveiling a new limited-edition merch drop dedicated to all things donuts starting Thursday, June 6, at 12 p.m. ET on ShopDunkin.com. The collection includes t-shirts and hoodies for Dunkin's biggest loyalists to rep all year long.

- **"Jelly" Hoodie** ($40): A super soft pink hoodie, perfect for jelly donut enthusiasts—even if they aren't named after a jelly donut!
- **"Grab a Glazed" Hoodie** ($40): This soft, white hoodie was first spotted in the brand's "Popstar" commercial that aired during the GRAMMYs earlier this year.
- **Donut Tees** ($30): Inspired by concert tees, two t-shirts feature Dunkin's classic Chocolate Glazed Donut with Sprinkles. With a relaxed fit, both are fun and easy additions to wear while eating a donut, of course.

"No one loves donuts and coffee more than Dunkin' and our amazing customers," said Beth Turenne, VP of Category Management at Dunkin'. "National Donut Day is a special day for us because it's all about celebrating that love and obsession. Plus, we get to share that joy by giving away millions of free donuts."

Sprinkle Fun into Everyday Routines

Donuts add a bit of joy to life, so why not bring that same fun to household chores? Dunkin' has partnered with Scrub Daddy to create the first-ever Dunkin' Scrub Daddy and Scrub Mommy sponges. Now available at ScrubDaddy.com, these limited-edition donut-shaped sponges blend Dunkin's playful spirit with Scrub Daddy's practical effectiveness, making household chores a bit more cheerful.

This collaboration started with a witty conversation on social media between the brands, which evolved into a partnership with America's favorite sponge, Scrub Daddy. With their fun and innovative approach to social media, Scrub Daddy seamlessly complements Dunkin's playful spirit. Together, they bring a smile to consumers' faces in their everyday routines!

At Dunkin', Every Day is Donut Day!

Since opening in 1950 in Quincy, Mass., Dunkin' has been synonymous with two things: premium coffee and a wide array of donuts. Starting with 52 varieties, when most shops only offered four, the brand continues to delight guests with its signature donut recipe. Today, as America's largest donut and coffee brand, Dunkin' sells over 2 billion donuts and MUNCHKINS® Donut Hole Treats annually, including favorites like the timeless Glazed and Boston Kreme, while also customizing specialties for regional tastes.

To keep up with what's next from Dunkin', visit DunkinDonuts.com or subscribe to the Dunkin' blog to receive notifications at news.dunkindonuts.com/blog.

About Dunkin’

Dunkin’, founded in 1950, is the largest coffee and donuts brand in the United States, with more than 13,700 restaurants in nearly 40 global markets. Dunkin’ is part of the Inspire Brands family of restaurants. For more information, visit DunkinDonuts.com and InspireBrands.com.