



# Spooky Season Runs on Dunkin'™! Brand Unveils Potion Macchiato, Halloween MUNCHKINS® Bucket and Official DunKings™ Halloween Costumes

*Limited-time Halloween treats are back in restaurants starting October 16*

*DunKings tracksuits and costumes, made famous in Dunkin's Super Bowl LVII ad and sold out in record time, return in both kids and adult sizes*

**BOSTON (October 1, 2024)** – Dunkin' is dialing up the excitement this spooky season with an all-new lineup of Halloween-inspired tricks and treats to take guests from morning to midnight. This October, the brand is introducing a striking new **Potion Macchiato**, a revamped **Spider Specialty Donut**, and a **Halloween MUNCHKINS Bucket**, which features new Halloween MUNCHKINS Donut Hole Treats covered in chocolate and orange sprinkles. These limited-time, seasonal offerings will be available in Dunkin' restaurants nationwide starting October 16.

In addition to the forthcoming menu, Dunkin' is also bringing back its fan-favorite **DunKings Tracksuits** to [ShopDunkin.com](https://ShopDunkin.com) on October 1, along with Halloween costumes inspired by the tracksuits. First introduced during [the brand's Super Bowl ad](#), and selling out in record time, the tracksuits and costumes are available in limited quantities – set to be the ultimate Halloween look this year.

## **Hauntingly Delicious Treats**

Beginning October 16, Dunkin' guests can enjoy a brand-new lineup headlined by the **Potion Macchiato**. Available hot or iced, this showstopping beverage blends layers of espresso and milk with a vibrant, purple marshmallow ube flavor. With its eye-catching color and magical flavor, it's the perfect beverage to get into the Halloween spirit.

In honor of the new purple-hued brew, Dunkin's beloved **Spider Specialty Donut** is getting a makeover for the spooky season. The formerly orange-frosted donut is adorned with purple frosting this year and, as always, topped with a Glazed Chocolate MUNCHKINS Donut Hole Treat, complete with chocolate drizzle for spider legs and white drizzle forming the eyes.

Dunkin' is also introducing a new **Halloween MUNCHKINS Bucket**, a must-have for trick-or-treating this holiday. The purple bucket, illustrated with a sweet Halloween motif, can be filled with a **50-count assortment of MUNCHKINS Donut Hole Treats**, with new Halloween sprinkle-covered MUNCHKINS added to the assortment.

Finally, Dunkin' is dressing up its classic Vanilla, Chocolate, and Strawberry Frosted Donuts with a festive blend of chocolate and orange sprinkles to sweeten the celebrations. These seasonal donuts, along with the Spider Specialty Donut, are perfect for sharing at Halloween parties and gatherings with family, friends and neighbors. Whether for classrooms, office celebrations or trick-or-treating events, Dunkin' has the ultimate way to bring the spooky spirit to any occasion.

"At Dunkin', we love keeping guests fueled through every season, and Halloween is no exception. With beloved treats like our Spider Donut and new menu items like the Potion Macchiato, we're excited to give customers a delicious way to celebrate the spooky season," said Beth Turenne, Vice President of Category Management at Dunkin'. "Whether it's picking up a MUNCHKINS Bucket for trick-or-treating or sharing festive donuts with friends and family, we've got everything needed to make Halloween a little sweeter."

## **Dress Like The DunKings This Halloween!**

In addition to the seasonal menu, customers can also celebrate in style with a limited quantity return of Dunkin's wildly popular **DunKings tracksuits**. Made famous in [Dunkin's Super Bowl LVIII ad](#), these tracksuits sold out in record time and are back in three versions for Halloween to fit every type of trick-or-treater. Read on for more details, with [ShopDunkin.com](https://ShopDunkin.com) merch going live at 10 a.m. EST on October 1.

- **Returning Original DunKings Tracksuits:** For fans who want to look like an official member of The DunKings squad. The original jacket (\$60) and pants (\$60), sold separately, are available on [ShopDunkin.com](https://ShopDunkin.com) while supplies last.
- **New DunKids Tracksuits:** Because little Dunkin' fans deserve to run on Dunkin', too! Now mini DunKings can rule Halloween in style. Sold as a set (\$80) and available exclusively on [ShopDunkin.com](https://ShopDunkin.com), while supplies last.
- **New DunKings Costume Set:** For those who want to go full Dunkin' royalty without breaking a sweat, the all-new costume set has guests covered! Inspired by the iconic, premium tracksuit, this look includes a long-sleeve jersey shirt, bucket hat, and sunglasses so guests can be ready to instantly rule Halloween (\$44.99). Available on [ShopDunkin.com](https://ShopDunkin.com) and

select stores while supplies last.

Plus, for those looking to take their Halloween décor to the next level, Dunkin's 6-foot **Inflatable Spider Donut** is making a comeback for its second season. Reflecting the charming donut design, this larger-than-life decoration is exclusively available on ShopDunkin.com (\$55).

### **More Halloween Fun with Dunkin' Rewards**

All October long, Dunkin' Rewards members can also sink their teeth into a variety of weekly deal drops and limited-time offers\*\* exclusively in the Dunkin' app.

- **10/1 – 10/7:** Snack on Loaded Hash Browns for \$2.
- **10/1 – 10/31:** Receive 100 Bonus Points when ordering ahead on Mobile Mondays.
- **10/4:** Earn 5X points on beverages.
- **10/8 – 10/14:** Enjoy a \$2 10-count of Dunkin' MUNCHKINS Donut Hole Treats.
- **10/15 – 10/21:** Satisfy cravings with a \$3 Maple Sugar Bacon Sandwich.
- **10/22 – 10/28:** Indulge with a \$1 Classic Donut.
- **10/23:** Boosted Members earn 4X points on beverages.
- **10/29 – 11/4:** Enjoy Snackin' Bacon for \$2.
- **10/29:** Earn 3X points when ordering 25 or 50-count Dunkin' MUNCHKINS Donut Hole Treats.

Those who have not joined Dunkin' Rewards yet can create a free account on the Dunkin' app or by visiting [dunkinrewards.com](https://dunkinrewards.com).

To stay up to date with what Dunkin's brewing up next, visit DunkinDonuts.com or subscribe to the Dunkin' blog to receive notifications at [news.dunkindonuts.com/blog](https://news.dunkindonuts.com/blog).

*\*Excludes espresso and cold brew beverages, seasoned bacon, and loaded hash browns. Offer valid on Bacon, Egg & Cheese breakfast sandwiches only. Participation may vary. Limited time offer. Cannot be combined with other offers. Terms apply.*

*\*\*Limit 1 per member. Additional charges, terms and exclusions may apply. Participation may vary.*

### **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.

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