The DunKingsâ„¢ Return to the Big Game: Dunkinâ€™Â® and Ben Affleck Rally a New Teamâ€”Featuring Casey Affleck, Jeremy Strong and Bill Belichickâ€”to Defend Their Coffee Crown

The Big Game was just the beginning—the Dunkin' Cinematic Universe expands tonight with "DunKings 2: The Movie"

To celebrate, Dunkin' serves up The DunKings $6 Meal Deal, $3 Shakin' Espresso offer, and more exclusive merch



BOSTON (Feb. 9, 2025)—In 2024, **Dunkin'** and **Ben Affleck** introduced **The DunKings** to the world, but they were just getting started. After changing the game last year, other bands are now coming for their crown. In Dunkin's **multi-part campaign** culminating in the debut of "**DunKings 2: The Movie**," the band returns to defend their title in a high-stakes coffee band battle, told through an epic new short film. In continued partnership with **Artists Equity**, Ben Affleck and Matt Damon's company, the **Dunkin' Cinematic Universe** keeps expanding—bigger, funnier and more over-the-top than ever before.

The Dunkin' Cinematic Universe began in 2023 when Ben took his fandom to the next level, working a real Dunkin' drive-thru in the brand's first-ever ad during the pro football championship. From there, it only got wilder: last year, he chased pop stardom, forming The DunKings in the Dunkin' big game moment that had everyone talking. Now, with the most epic chapter yet unfolding, one thing is clear: Dunkin' fans wanted more, and the brand is delivering.

"Everyone wants to be a DunKing! After seeing the incredible response to Ben and the DunKings last year, we created an entire coffee and breakfast universe to extend the fun and make one thing clear: Dunkin' is for everyone," said Jill McVicar Nelson, Chief Marketing Officer at Dunkin'. "This latest chapter is bigger, funnier, and full of surprises—and it reinforces what Dunkin' has always been about: great coffee, fast—plain and simple. We have a lot to offer, from all-day breakfast to high-quality drinks served at the speed of Dunkin'. And while we take those things very seriously, we never take ourselves too seriously. DunKings for life."

DunKings 2: The Movie – A Coffee Battle for the Ages

After last year's viral debut, The DunKings started a movement and now, everyone wants in. Welcome to Java Jam, a *comic convention-style* battleground where new coffee brand bands go head-to-head for the coveted coffee cup trophy. With challengers emerging and The DunKings' legacy on the line, Ben is rallying a new crew to defend their title. But can they rise to the occasion?

As Ben returns to maintain the band's top spot, decked out in a custom Juicy Couture® DunKings tracksuit, his latest recruits for The DunKings 2.0 are unveiled for more Bostonian star power. He's first joined by **Oscar-winning actor Casey Affleck**, who is reluctant, but pulled into the fun by his big brother. Next to him, there's a man who knows a thing or two about winning: **eight-time pro football champion Bill Belichick**, along with his record-breaking 24 seasons at the New England Patriots cementing him as an icon in Boston's sports legacy.

But that's not all. Ben teases a fourth member as the big surprise. To clench the coffee competition, **Oscar-nominated actor Jeremy Strong** joins the ensemble. Being part of The DunKings isn't for the faint of heart, it takes commitment. Jeremy knows better than anyone, proving he's willing to go all in for Dunkin'. Behind the scenes in his dressing room, as intense percussion rhythms play, Jeremy prepares for his role. When Ben and Casey arrive, they find him fully immersed—literally—in Dunkin' coffee grounds. As he's "listening to the beans," Jeremy reveals his epiphany: "Dunkin' is Boston. Boston is Paul Revere." So naturally, for The DunKings to win Java Jam, he must channel the essence of perhaps the most famous Bostonian, Paul Revere.

As Jeremy continues his character transformation, The DunKings come face-to-face with their biggest rivals yet: **The Drip Squad**, led by **comedian and actor Druski**, **The Burger Chain Gang** and **The Barista Buds**. The boy bands exchange comedic clap backs as they prepare to battle it out. As the competition reaches peak absurdity, Jeremy breaks the tension and enters as Paul Revere. He fully embraces the patriotic spirit of Revere with revolutionary-era jabs, jokes, backup fife and drums, and even a Dunkin'-centric proclamation, declaring "America *Runneth* on Dunkin'!"

As Jeremy's pronouncement causes fans to erupt in cheers, the infighting dies down and the rivalry melts away. The bands come together to break bread—or rather coffee and breakfast sandwiches—proving once and for all that "*Dunkin's for all of you's*," as they enjoy **The DunKings $6 Meal Deal**, available at Dunkin' locations nationwide. And just when it seems to be over, the scene cuts to Ben and Casey debating who started this passionate fandom. A surprise boy band icon steps into the scene, **actor and musician Donnie Wahlberg**—the *New Kids on the Block* legend corrects them both, "I started it," and pops in for a bite.

The DunKings $6 Meal Deal and $3 Shakin' Espresso Offer

Now, anyone can eat like a DunKing or DunQueen for a limited time with **The DunKings $6 Meal Deal**, available nationwide in a limited-edition band-inspired box. **For $6*, guests can enjoy a hearty Sausage, Egg and Cheese Sandwich**, **crispy Hash Browns and a medium Hot (14 oz.) or Iced Coffee (24 oz).** It's a meal that delivers big value with the Dunkin' classics that guests already love.

And because not every battle is won before noon, Dunkin' is also rolling out a new **$3 Medium Shakin' Espresso** offer after 12 p.m.**, perfect for those who need an afternoon encore.

The DunKings Merch Drop

For fans who missed the **Juicy Couture® x Dunkin' Tracksuits** before it sold out in minutes, a special **DunKings Merch Collection** offers another chance to get in on the action. Available starting **Monday, Feb. 10 at 9 a.m. ET** on DunkinGear.com, the collection includes:

- DunKings and DunQueens Premium Lined Pullover Jacket: $100
- DunKings and DunQueens Crew Necks: $45
- DunKings and DunQueens Joggers: $40
- DunKings and DunQueens Snapbacks: $25
- DunKings Socks: $16



Plus, guests can visit their local Dunkin' for more swag: DunKings and DunQueens Tumblers ($16.99), Straw Toppers ($6.99), Reusable Cup Pack ($12.99) and Koozies ($6.99). Dunkin' Rewards members get exclusive early access in the mobile app the night of the big game.

DunKings and DunQueens across the country—suit up, fuel up and celebrate the band's return!

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

***Offer valid on any medium Shakin' Espresso only. Excludes all other espresso beverages. Price and participation may vary. Limited time offer.*

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.

About Artists Equity

Artists Equity is an independent, artist-led studio reimagining the relationship between talent, studio, and distributor. The company prioritizes and partners with creators through an innovative business model, so that all can truly participate and realize the value they bring to a project. Artists Equity is co-founded by Ben Affleck, Matt Damon, and Gerry Cardinale of RedBirdCapital.