DUNKINâ€™Â® BREWS UP THE ULTIMATE WAKE-UP CALL FOR NATIONAL COFFEE DAY WITH FREE COFFEE FOR REWARDS MEMBERS AND A FIRST-OF-ITS-KIND COLLAB WITH HATCH

Two ways to rise and shine on September 29: free coffee for Dunkin' Rewards® members and a limited-edition Dunkin' x Hatch wake-up experience

Wake-up with Hatch's "Brew and Renew" alarm paired with the "Dunkin' Dawn" sunrise, launching on Hatch+ September 22, for the perfect morning wake-me-up

BOSTON (Sept. 22, 2025) – **National Coffee Day** is almost here, and Dunkin' is making it sweeter with free coffee for all Dunkin' Rewards® members. **On Monday, September 29, members can enjoy a free medium hot or iced coffee**, with purchase through the Dunkin' app*.

To make mornings even brighter, Dunkin' is teaming up with **Hatch**, the leader in personalized sleep and wellness technology, to debut a **first-of-its-kind coffee alarm** and **sunrise experience**, available exclusively on Hatch+.

Wake Up With Dunkin'

For many, Dunkin' coffee is the only thing that gets the morning started. Now, Hatch is bringing that same Dunkin' energy into a new way to rise and shine.

- The **"Brew and Renew"** alarm brings the sounds of Dunkin' coffee straight to the bedside – beans tumbling, espresso steaming, and the satisfying pour of a fresh cup – all set against ambient, uplifting music. It's the ultimate morning wake-me-up before a Dunkin' coffee pick-me-up.
- Paired with **"Dunkin' Dawn"**, a sunrise experience awash in Dunkin's signature warm pink-and-orange hues, the result is a wake-up call that's too good to snooze.

"For more than 75 years, Dunkin' has been known for brewing a great cup of coffee, and doing it with the speed and convenience people count on us for," said Jill Nelson, Chief Marketing Officer at Dunkin'. "National Coffee Day is one of our favorite moments of the year to celebrate those who love coffee most. From treating Dunkin' Rewards members to a free cup of coffee to teaming up with Hatch on a new way to rise and shine, we're always finding new ways to fuel mornings. This collab brings Dunkin's energy right into the home, and it's the kind of wake-up call we can all get behind."

"Sleep and coffee are the bookends of a great day," said Erin Merani, VP of Marketing at Hatch. "We're thrilled to partner with Dunkin' to bring a *latte* fun to people's mornings in a way only Hatch can deliver. We're all about helping people wake-up gently and joyfully and teaming up with Dunkin' means mornings get a little more delicious."

The "Brew and Renew" alarm and "Dunkin' Dawn" sunrise will be available on Restore 2 and Restore 3 devices with a Hatch+ premium content subscription beginning today, September 22. For $4.99/month or $49.99/year, Hatch+ allows you to enhance your sleep routine with an ever-growing library of premium content, like creative meditations, immersive ASMR, funny bedtime podcasts, quirky sound baths and more, purposefully designed for sleep. A free 30-day trial comes with each Restore.

Follow @hatchforsleep and @dunkin for more details and coffee surprises.

Guests can set their alarms, because no matter how it's poured – hot or iced – **Dunkin' is serving a free cup to Rewards members as the perfect way to celebrate National Coffee Day on Sept. 29**. Those not yet enrolled can join Dunkin' Rewards for free through the Dunkin' app or at dunkinrewards.com to start earning points toward free food and drinks, unlock exclusive deals and order ahead.

To stay up to date on what Dunkin' is brewing, visit DunkinDonuts.com or subscribe to the Dunkin' blog to receive notifications at news.dunkindonuts.com/blog.

**Limit 1 per member. Additional charges and terms may apply. Participation may vary. Limited time offer. Excludes Cold Brew & Nitro Cold Brew. Offer not available on delivery platforms or through guest orders in the Dunkin' App.*

ABOUT DUNKIN'

Dunkin', founded in 1950, is the largest coffee and donuts brand in the United States, with more than 14,000 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 HATCH

Hatch is here to help the whole family get the rest they need. We believe in natural sleep, building healthy routines, and finding what works best for you and your loved ones so you can get those high quality Zzzs night after night. Designed by experts and loved by wellness warriors, the Hatch suite of sleep products includes Hatch Baby and Hatch Go for little ones as well as Hatch Restore for adults. For more information, visit Hatch.co.