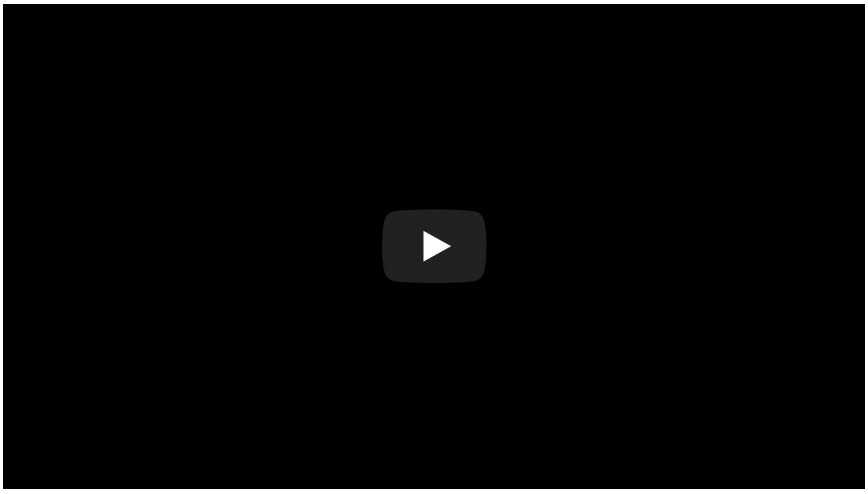
Dunkinâ€™Â® Adds Protein Milk to the Menu and Teams Up with Megan Thee Stallion to Start 2026 Strong

The brand introduces Protein Milk, featured in new Protein Refreshers and Protein Lattes, plus more crave-worthy winter menu additions and a new $5 Meal Deal.

BOSTON (JANUARY 7, 2026) – Dunkin' is starting 2026 with more ways to fuel the day. **Protein Milk is now available at Dunkin'**, giving guests a simple way to add protein to the drinks they already love – no new routine required. The launch is part of a broader winter menu update that also includes new protein-forward beverages, seasonal sips and bites, and value-driven offerings.

To mark the launch, Dunkin' teamed up with three-time GRAMMY Award-winning global superstar **Megan Thee Stallion** to bring protein to the spotlight with **Dunkin' Protein Refreshers** – bold, refreshing sips made with Protein Milk. The new drinks are featured in Dunkin's latest ad campaign, "**Dunk N' Pump**," introducing Megan as "Pro-Tina," a playful take on her iconic alter ego. In the spot, she leads a high-energy jazzercise-inspired workout fueled by Dunkin' Protein Refreshers and set to an original track created by Megan exclusively for Dunkin'.



Protein Milk, Made for Everyday Orders

Dunkin's new Protein Milk delivers a creamy, familiar taste without a chalky texture or aftertaste. Guests can add Protein Milk to beverages that allow for a milk or non-dairy base, including coffees, lattes, matcha and Refreshers, making it easy to customize any order with added protein.

Each of the following beverages is made with Protein Milk and delivers 15 grams of protein* for a medium:

- **Megan's Mango Protein Refresher:** Juicy mango flavor mixed with Protein Milk for a bright, tropical sip, created in collaboration with Megan Thee Stallion.
- **Strawberry Protein Refresher:** A creamy take on the fan-favorite Strawberry Dragonfruit Refresher.
- **Caramel Chocolate Iced Protein Latte:** Bold espresso paired with rich chocolate and sweet caramel flavors and Protein Milk for a smooth, creamy sip.
- **Almond Iced Protein Matcha Latte:** A creamy iced matcha latte made with Protein Milk and nutty toasted almond flavor, whipped to perfection.
- **Iced Protein Latte with Sugar-Free Vanilla:** Bold espresso paired with Protein Milk and Dunkin's first-ever Sugar-Free Vanilla syrup, offering a lighter, customizable option.

"Teaming up with Dunkin' to bring my new Mango Protein Refresher to life has been such an exciting experience and I can't wait for the Hotties to try it," said Megan Thee Stallion. "Whether you're drinking it to boost your fitness routine or just to power through a busy day, it's the perfect drink for any occasion."

"We saw protein milk as a natural way to give our guests more flexibility in how they enjoy the Dunkin' menu throughout the day," said Jill Nelson, chief marketing officer at Dunkin'. "Protein Milk tastes great across coffee, lattes and refreshers without changing the flavors guests already love, and we're excited to support the launch in unexpected ways."

Protein Beyond the Menu

To celebrate the launch of Protein Milk, Dunkin' is extending the campaign beyond the menu with a series of limited-edition merchandise drops and partnerships:

- **Dunk N' Pump Collection:** A retro-inspired workout apparel collection tied to the campaign, available today at 10 a.m. EST exclusively at DunkinRunsOnMerch.com.
- **Dunkin' x Bala® Collaboration:** A limited run of 2-pound Bala Bangles in signature Dunkin' colors, available beginning Jan. 12 on ShopBala.com/dunkin-bala-bangles for $65, while supplies last.
- **[solidcore] Signature50 Shakes on Dunkin':** From Jan. 14–16, participating [solidcore] studios nationwide will host 6 a.m. classes powered by Dunkin', featuring an exclusive playlist. Guests will take home a Dunkin' gift card to try the new Protein Milk lineup, including a **[solidcore] favorite build: Dunkin' Protein Iced Latte with a shot of unsweetened blueberry flavor**.

More New Sips and Bites for the Season

In addition to Protein Milk and the new protein-forward lineup, Dunkin' is rolling out a variety of new drinks and food items as part of its winter menu refresh.
New menu items include:

- **Caramel Chocolate Shakin' Espresso:** A double shot of bold espresso with sweet caramel and rich chocolate flavors and oatmilk, all *shakin'* to perfection.
- **Cocoa Cloud Latte**: Bold espresso paired with Caramel Chocolate syrup and milk, topped with decadent Chocolate Cold Foam.
- **Berry Moonlight Daydream Refresher**: A Daydream Refresher featuring Berry Sangria combined with oatmilk and topped with velvety Sweet Cold Foam.
- **Golden Chocolate Donut:** A donut filled with golden fudge, topped with chocolate icing and crushed toffee pieces.

Dunkin' is also bringing back Sweet Black Pepper Bacon, seasoned with a blend of brown sugar and black pepper. The limited-time bacon will be available across the Sweet Black Pepper Bacon Breakfast Sandwich, Wake-Up Wrap® and Snackin' Bacon.

A New $5 Meal Deal

To start the year with added value, Dunkin' is introducing a new $5 Meal Deal, featuring one Wake-Up Wrap®, crispy hash browns and a medium hot or iced coffee (14 oz. or 24 oz.). **

Exclusive Offers for Dunkin' Rewards® Members

Dunkin' Rewards members can enjoy limited-time offers† to start the new year, including:

- **January 5-March 2**: Mobile Monday – Order ahead & get 100 bonus points
- **January 7-14**: $3 Medium Protein Refreshers
- **January 20-27**: Free protein add-in (up to $1) with any Latte purchase
- **February 1-7**: Earn 3x points on Refreshers
- **February 14**: Earn 3x points on all Espresso beverages
- **February 22-28**: $2 10-ct. MUNCHKINS with a beverage purchase
- **February 27**: Earn 3x points on all protein beverages, in honor of National Protein Day

Those not yet enrolled in Dunkin' Rewards can create a free account on the Dunkin' app or by visiting dunkinrewards.com.

With protein kicking off the new year and more seasonal moments ahead, Dunkin' has additional limited-time offerings planned later this month, with Valentine's Day items to come. To stay up to date on everything Dunkin', visit **DunkinDonuts.com** or subscribe to the Dunkin' blog to receive notifications at **news.dunkindonuts.com/blog.**

**15 grams of Protein Milk in a medium drink. Dunkin' Refreshers are fruit flavored. Contains 0% - 1% fruit juice. Flavors are pre-sweetened and naturally & artificially flavored. Price & participation may vary. Limited time offer. Terms apply.*

***No substitutions. Participation may vary. Limited time offer. Cannot be combined with other offers. Exclusions and terms apply.*

†Dunkin' Rewards members only. Must activate before use. Additional charges, terms and exclusions may apply.

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.