

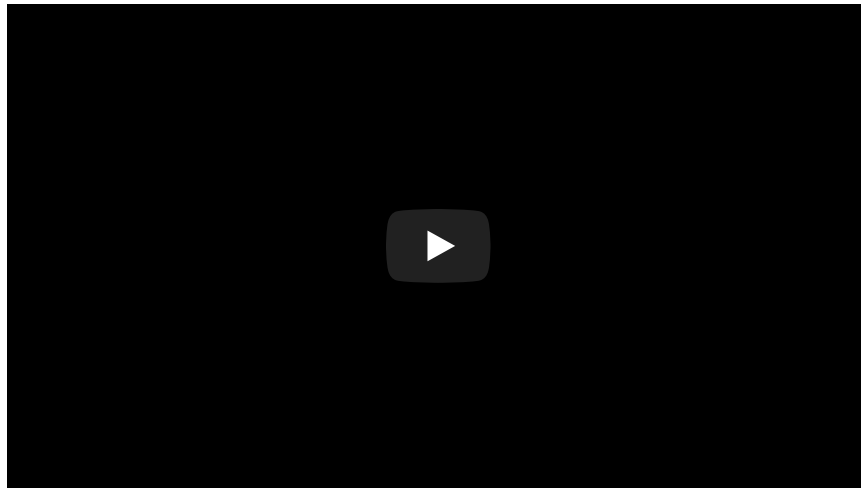


Dunkin'™ Celebrates Its Iced Coffee Origin Story for Super Bowl LX with *Good Will Dunkin'*™, a Never-Aired '90s Sitcom Starring Ben Affleck and an All-Star Cast

The Dunkin' Cinematic Universe travels back to 1995 to reveal a "lost" sitcom pilot starring Jennifer Aniston, Matt LeBlanc, Jason Alexander, Alfonso Ribeiro, Jaleel White, Jasmine Guy, Ted Danson – plus a cameo from Tom Brady

To celebrate the spot's 1995 iced coffee "breakthrough" moment, Dunkin' will give away 1.995 million free coffees – any size – in the Dunkin' app on Super Bowl Monday, and drop limited-edition '90s-inspired merch

BOSTON (Feb. 8, 2026) — Dunkin' is pressing rewind to a time when its iconic iced coffee hadn't yet become a daily ritual, sitcoms ruled primetime and haircuts were characters in their own right. Tonight, during the biggest night in sports, Dunkin' brings its iced coffee origin story to life with [Good Will Dunkin'](#), a never-aired sitcom pilot set in 1995 – the same year the brand first put iced coffee in the spotlight. The episode follows the accidental "invention" of iced coffee inside a Dunkin' in Cambridge, Mass., by a familiar cast of characters.



Starring **Ben Affleck** as "Will," the quick-witted South Boston kid at the center of the story, the ["lost pilot"](#) plays like a piece of television history that somehow slipped through the cracks. It reimagines Affleck not as a supporting player in a '90s drama, but as the lead of a primetime workplace comedy set in none other than his beloved Dunkin' Donuts. The episode is packed with classic sitcom rhythms: big reactions, bigger hair and perfectly timed banter – brought to life by a lineup of television icons from the decade including **Jennifer Aniston, Matt LeBlanc, Jason Alexander, Ted Danson, Alfonso Ribeiro, Jaleel White** and **Jasmine Guy**.

Built on Dunkin's Boston heritage and Affleck's long-standing love for the brand, [Good Will Dunkin'](#) borrows the spirit of *Good Will Hunting* – the idea that something extraordinary can be hiding in plain sight – and applies it to an unexpected breakthrough of its own: iced coffee. The campaign connects two kinds of '90s comfort: the sitcoms people rewatched and the Dunkin' runs people counted on. The result is a "long-buried" origin story that feels almost real, punctuated by a surprise **Tom Brady** cameo and designed to evoke nostalgia, curiosity and the hope that the sitcom was real.

From VHS Tease to Big Game Reveal

The journey [began](#) when Affleck teased a "forgotten masterpiece" discovered on VHS, sparking speculation about what was on the tape. Tonight, that mystery is solved as Dunkin' reveals a [fully realized '90s sitcom universe](#), complete with laugh tracks, ensemble chaos and a very early introduction to iced coffee.

Created through an ongoing collaboration with **Artists Equity**, the campaign unfolds like a piece of pop culture that somehow slipped through the cracks and resurfaced just in time for the world's biggest stage. This spot marks Affleck's fourth time directing a Dunkin' ad airing during the Super Bowl broadcast.

The Story: The Sitcom That Almost Was

[Good Will Dunkin'](#) finds **Ben Affleck** stepping into the role of "Will Hunting," bringing the film's signature math-genius energy into a very different kind of classroom: Dunkin' Donuts. Between orders, he's scribbling equations on the store window and even organizing MUNCHKINS® Donut Hole Treats into the Fibonacci sequence – convincing the store manager, played by **Jason Alexander**, that he's got a once-in-a-generation mind on staff.

From there, the pilot leans fully into the classic '90s ensemble comedy as sitcom icons like **Matt LeBlanc**, **Alfonso Ribeiro**, **Jaleel White**, **Jasmine Guy** and **Ted Danson** trade knowing nods and era-defining humor, with Dunkin' as the set where it all unfolds.

In its 1995 world, when iced coffee wasn't exactly everywhere, a quick exchange between Will and LeBlanc's character nods to Dunkin's [early role](#) in bringing iced coffee into the mainstream. The episode then lands outside the store window, where **Jennifer Aniston's** character delivers the ultimate cameo by pulling **Tom Brady** into frame – a punchline that puts a very Boston bow on the "lost pilot" premise.

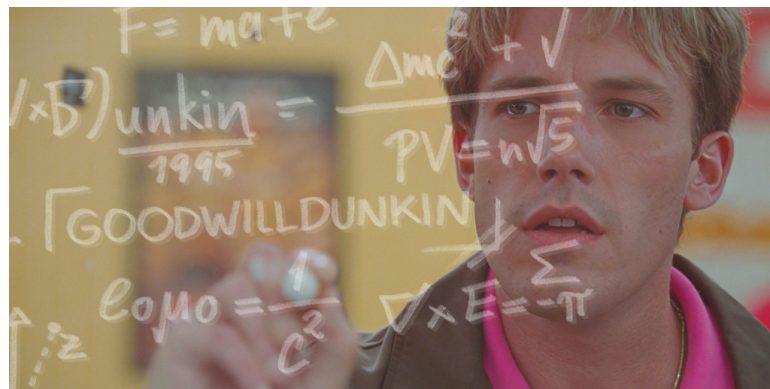
Packed with nods to the decade's most beloved sitcom tropes, [Good Will Dunkin'](#) blurs the line between comfort TV and pop culture lore, inviting fans to question whether this was a forgotten piece of television history... or just something they wish had existed.

"The '90s gave us iconic sitcoms, and Dunkin' gave the world iced coffee," said Jill Nelson, chief marketing officer at Dunkin'. "*Good Will Dunkin'* brings us back in time to imagine the moment those worlds collided. It's a reminder that Dunkin' has always been part of everyday culture, and proof that it always will be."

Super Bowl Monday Treat: 1.995 Million Free Iced Coffees

Back in 1995, iced coffee wasn't exactly everywhere. In fact, 1995 marked the first year [the brand advertised iced coffee](#) starring none other than Fred the Baker. Today, it's part of guests' daily routines, and Dunkin' has been in the iced conversation from the start.

To celebrate the breakthrough that changed mornings everywhere, Dunkin' is giving away **1.995 million free iced coffees of any size** on Feb. 9, for a perfectly timed play the morning after Super Bowl Sunday. Guests can redeem the offer using code **GOODWILLDUNKIN** in the Dunkin' app.*



'90s Time Capsule Drop

Every great throwback deserves memorabilia. To mark the moment, Dunkin' is dropping a limited collection of authentic vintage and '90s-inspired apparel – including pieces featured at last week's ['90s pop-up](#) on MIT's campus, a nod to Will Hunting's stomping grounds.

Fans can shop the drop now at [DunkinRunsOnMerch.com](#), featuring vintage-style mugs and tumblers, a throwback koozie, a denim jacket that channels peak '90s energy, and a "Will Hunting"-inspired visor-with-hair that lets guests show up as their own Boston-born sitcom lead.



A Real-World Math Challenge, Inspired by Will Hunting

Keeping the momentum going, Dunkin' is also turning [one of the spot's](#) most iconic elements into a real-world challenge.

Today, the brand teamed up with **John Urschel**, an MIT professor and former NFL player, to unveil a [whiteboard math problem](#) inspired by the spot – a puzzle even Will Hunting may find tough to crack. One lucky fan who solves it will win **free Dunkin' coffee for a year****, plus collectible merch signed by Ben Affleck and Matt Damon. The winner will be announced mid-week.

Because just like a Dunkin' run is part of the daily routine, a great '90s sitcom is the kind of comfort you keep coming back to – and *Good Will Dunkin'* brings those two rituals together in one rewatchable, Boston-rooted big game moment. Follow Dunkin' on [Instagram](#), [TikTok](#) and [X](#), and visit [news.dunkindonuts.com](#) for more on the brand's latest news and offerings.

** Dunkin' Rewards members can get a free coffee of any size while supplies last. Promo code valid until code limit is reached. Single-use only. Terms and Conditions Apply. Certificate valid for 3 days.*

***Offer valid for 365 days. Limit one free medium hot or iced coffee per member per day. Excludes espresso beverages, cold brew and nitro cold brew. Discount will automatically apply to qualifying mobile order or in store upon scanning your Dunkin' Rewards ID. Valid only by select Dunkin' Rewards members who order ahead in the Dunkin' App, scan their Dunkin' Rewards ID at checkout or pay with an enrolled Dunkin' card. Cannot be combined with any other offer, promotion or coupon. For full rewards program terms, please visit [dunkindonuts.com/terms](#).*

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 Artists Equity

Artists Equity is an independent, artist-led studio reimagining the relationship between talent, studio, brands, and distributors. With three distinct divisions of Scripted, Unscripted, and Advertising, 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.