Dunkinâ€™Â® Pops the Question with â€œl Doughâ€ Ring Boxes, Wedding Cake MUNCHKINSÂ®, and a Vera Wang Bridal Surprise for National Proposal Day

Limited-edition Dunkin' ring boxes arrive in stores March 20, and fans who share their "I Dough" proposal moment can win a Vera Wang bridal gown

BOSTON (March 18, 2026) – Dunkin' is making the unofficial start of wedding season a little sweeter. Just in time for **National Proposal Day on March 20**, the brand is celebrating its new **Wedding Cake MUNCHKINS® Donut Hole Treats** and, for one day only, giving away a limited-edition **"I Dough" ring box** at participating Dunkin' locations nationwide.



At Dunkin', love is always brewing. Inspired by a season of proposals, bridal showers, bachelorette trips and weddings, the Dunkin' ring box comes with a **Wedding Cake MUNCHKIN inside** – a glazed blueberry cake donut hole with wedding cake-flavored sprinkles – giving guests a fun new way to pop the question or celebrate life's sweetest moments with Dunkin'.

On **March 20**, guests who purchase a **25- or 50-count order of MUNCHKINS will receive a free "I Dough" ring box and Wedding Cake MUNCHKIN, while supplies last**.*



National Proposal Day, celebrated each year on March 20, marks the arrival of spring and the start of a season filled with engagements, bridal celebrations and weddings.

Dunkin' and Vera Wang Invite Fans to Say "I Dough"

To help inspire unforgettable "I Dough" proposals, Dunkin' and iconic bridal designer **Vera Wang** are inviting fans to get creative for a chance to win a once-in-a-lifetime bridal experience.

Wang, who is serving as **Dunkin's Chief Proposal Officer** for the occasion, has dressed generations of brides and is a longtime Dunkin' fan herself. Now, she's encouraging fans to celebrate their own "I Dough" moment, whether it's a wedding proposal, bridesmaid ask, vow renewal or another creative take on popping the question.



From **March 20 through April 3**, fans who incorporate the Dunkin' "I Dough" ring box into their proposal moment can enter the contest** by:

- Posting their proposal video on **Instagram or TikTok**
- Tagging **@dunkin** and **@verawanggang**
- Using the hashtag **#DunkinVeraWangcontest**

One lucky fan will receive an **exclusive bridal experience at Vera Wang's flagship salon in either New York City or Beverly Hills, CA** to select the wedding gown of their dreams. As a special finishing touch, **Vera Wang will embroider the winner's go-to Dunkin' order inside the gown**, ensuring they have "something brewed" for their big day. A winner will be selected by Vera Wang and Dunkin' following the close of the contest period. Official contest rules are available at https://dunkinpromos.com/idoughcontest.



More "Something Brewed" for Wedding Season

To continue the celebration, Dunkin' is also dropping a limited-edition "**Something Brewed" merch collection** on **DunkinRunsonMerch.com**, available beginning **Friday, March 20 at 10 a.m. ET**.

The collection features **exclusive Vera Wang x Dunkin' pieces** (robe, $48, and glass tumbler, $22), along with additional items designed for wedding mornings, bachelorette weekends and beyond — perfect for brides and bridal parties who run on Dunkin'. Other highlights include cozy apparel and accessories such as sweatshirts, sweatpants, pajama sets and tote bags, with prices ranging from $22 to $52.



Whether it's popping the question, planning the big day or celebrating with loved ones along the way, Dunkin' is bringing a little extra sweetness to life's biggest moments.

To stay up to date on Dunkin's latest seasonal offerings, visit DunkinDonuts.com or sign up for alerts through the Dunkin' newsroom. Follow Dunkin' on Instagram, TikTok and X for more on the brand's newest menu items, collaborations and announcements.

**Offer valid 3/20/26. Valid at participating U.S. Dunkin' stores. Cannot be combined with any other offer, promotion or coupon. Additional terms and exclusions may apply.*

***No Purch. Nec. US & DC 18+. â€¯Begins at 12:00 AM ET on 3/20/26 and ends at 11:59 PM ET on 4/03/26. See Official Rules for full entry details: https://dunkinpromos.com/idoughcontest.*

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 Vera Wang

Vera Wang has created a unique aspirational global lifestyle brand that alludes to sensuality and youthful sophistication. Exquisite details and a modern, nonchalant ease characterize the Vera Wang aesthetic. Vera, a native New Yorker, understands women who embrace fashion. By age 23, she became the youngest fashion editor and stylist at *Vogue*, where she remained for 16 years before moving to Ralph Lauren as a Design Director.

In 1990, Vera Wang opened her first flagship store on Manhattan's famed Madison Avenue, introducing fashion to the bridal industry with revolutionary designs. Today, Vera Wang operates 17 global Haute Bridal salons and works with more than 15 licensing partners across categories including eyewear, fragrance, hard and soft home, men's tuxedos, paper, fine jewelry, and spirits. Vera Wang's licensed partners include Kohl's, Signet, Men's Wearhouse, Chopin and Coty, among others.

Her many accolades include the Council of Fashion Designers of America Womenswear Designer of the Year Award (2005), the Geoffrey Beene Lifetime Achievement Award from the Council of Fashion Designers of America (2013), the prestigious Legion of Honor, an order of distinction by the Republic of France (2017), the National Medal of Arts from President Biden (2021), and the Council of Fashion Designers of America Board of Directors Tribute (2023).

Visit **www.verawang.com** and follow **@verawanggang** on Instagram.

About WHP Global

WHP Global (www.whp-global.com) is a leading brand management platform founded in 2019 to acquire and grow consumer brands. Its portfolio includes 15+ powerful brands across fashion, sports, and hardgoods, generating over $7.5 billion in annual retail sales across 80+ countries. Headquartered in New York with offices worldwide, WHP Global partners

with more than 225 leading operators and drives strategic value through proprietary initiatives, including an internal AI Innovation Lab.

FAQ

What is Dunkin's "I Dough" ring box?

The "I Dough" ring box is a limited-edition Dunkin'MUNCHKINS box designed to hold one Wedding Cake MUNCHKIN® Donut Hole Treat, created as a playful way to celebrate National Proposal Day.

How do I get a "I Dough" ring box from Dunkin'?

On March 20, guests who purchase a 25- or 50-count order of MUNCHKINS® at participating U.S. Dunkin' locations will receive a free "I Dough" ring box with a Wedding Cake MUNCHKIN inside, while supplies last.

What is the Wedding Cake MUNCHKINS® flavor?

The Wedding Cake MUNCHKINS® are glazed blueberry cake donut holesats coated in wedding cake-flavored sprinkles.

How do I enter the Dunkin' x Vera Wang contest?

From March 20 through April 3, 2026, dans can enter by:

1. Posting a Dunkin'-inspired proposal video on Instagram or TikTok
2. Tagging @dunkin and @verawanggang
3. Using #DunkinVeraWangcontest

What does the winner receive?

One winner will receive a bridal shopping experience at Vera Wang's flagship salon in either New York City or Beverly Hills, CA to select the wedding gown of their dreams, including custom embroidery of their go-to Dunkin' order inside the gown.