Dunkin’® and Alix Earle Unveil Alix’s Earle-Y Riser Meal, Headlining a New Fall Menu of Pumpkin Favorites and Tiramisu Sips

Alix's signature Dunkin' order becomes a nationwide breakfast meal built for mornings that start on your schedule, in celebration of the new Netflix series, Earle Meets World

The seasonal menu also features new and returning pumpkin favorites, indulgent tiramisu-inspired beverages, Berry Clementine Refreshers and exclusive Dunkin' Rewards® offers

BOSTON (August 19, 2026) - As summer winds down and routines ramp back up, Dunkin' is welcoming fall with its seasonal menu lineup and partnering with **Alix Earle** - the internet's favorite multitasker - to launch **Alix's Earle-Y Riser Meal**, a breakfast inspired by the creator who somehow does it all.

Co-created with Alix and available nationwide today, the Earle-Y Riser Meal combines her go-to Dunkin' order into one convenient breakfast built for busy days. The meal includes a frothy **Shakin' Espresso** with sugar-free vanilla and almondmilk, a **Sausage, Egg and Cheese Hash Brown Wake-Up Wrap®** and three assorted **MUNCHKINS® Donut Hole Treats**.



The Earle-Y Riser campaign, a partnership between Dunkin', Netflix and Alix, celebrates the realities of balancing calendars, busy mornings and life-on-the-go ahead of the premiere of the new reality series, *Earle Meets World*.

To support the launch, Dunkin' is introducing “**The Wake-Up Committee**," the brand's latest social campaign built around the idea that “morning starts when you do." The spot follows Alix as she gears up for another jam-packed day, with the Earle-Y Riser Meal helping kick things into motion.

“I'm always juggling a million things and life gets chaotic, so I needed a breakfast to match that. My Earle-Y Riser Meal brings my favorite Dunkin' order together in one easy meal that's perfect for busy mornings, long days working and filming my new reality show," said Alix Earle. “I call my siblings my munchkins, so it was meant to be. I can't wait for everyone to try it."

Netflix and Dunkin' will also partner to introduce the world to the whole Earle family and give fans an inside look at the inspiration behind the meal. Building on “**The Wake-Up Committee**," Dunkin's social campaign starring Alix, the collaboration will continue through “**Wake Up World**" and a series of content and activations featuring the Earles as they share the story behind Alix's Earle-Y Riser Meal and offer viewers a glimpse into their world ahead of the premiere of *Earle Meets World*. *Earle Meets World* begins streaming September 4, only on Netflix.



Pumpkin Season is Back to Kick Off Fall

Dunkin' is bringing back its most anticipated fall flavors with a pumpkin menu that spans coffee, espresso and bakery favorites, including:

- **Pumpkin Spice Signature Latte:** Available hot or iced, the returning Pumpkin Spice Signature Latte is made with sweet flavors of pumpkin, vanilla and warm fall spices, then finished with whipped cream, caramel drizzle and a dusting of cinnamon sugar.
- **Pumpkin Cloud Dunkalatte:** Introducing a new way to enjoy pumpkin, espresso and coffee milk are paired with pumpkin swirl, then topped with Sweet Cold Foam and a sprinkling of cinnamon sugar.
- **Pumpkin Pie Coffee Chiller:** New this season, this frozen coffee beverage features pumpkin swirl with a Marshmallow Cold Foam drizzle inside the cup, topped with whipped cream, caramel drizzle and a dusting of cinnamon sugar.
- **Pumpkin Patch Cloud Latte:** Joining the lineup, this cloud latte is made with pumpkin swirl and a vanilla flavor shot mixed with espresso and whole milk, topped with Sweet Cold Foam and a dusting of cinnamon sugar.
- **Nutty Pumpkin Protein Latte:** Espresso and protein milk are mixed with pumpkin and hazelnut flavors, delivering 17 grams of protein in a medium.



Guests can also add pumpkin swirl to their favorite hot or iced coffee, Cold Brew or espresso drink. Additionally, the Pumpkin Bakery lineup is returning, featuring the **Pumpkin Donut**, **Pumpkin MUNCHKINS® Donut Hole Treats** and **Pumpkin Muffin**, offering guests even more ways to enjoy pumpkin season.

“Fall is one of our most anticipated seasons at Dunkin', and we're giving guests more variety than ever," said Jill Nelson, chief marketing officer at Dunkin'. “From the Earle-Y Riser Meal with Alix Earle to returning pumpkin favorites and indulgent tiramisu-inspired beverages, there's something for every kind of fall routine and craving."

Introducing Dunkin's New Tiramisu Collection

A nod to the classic Italian dessert, Dunkin's new tiramisu collection blends rich coffee notes with creamy, indulgent sweetness across four limited-time beverages, while tiramisu swirl can also be added to guests' favorite hot or iced coffee order, Cold Brew or espresso drinks.

- **Tiramisu Cloud Latte:** Espresso and whole milk paired with tiramisu swirl, topped with Marshmallow Cold Foam and shakings of hot chocolate powder.
- **Tiramisu Shakin' Espresso:** A double shot of espresso shakin' to perfection with tiramisu swirl and oatmilk.
- **Tiramisu Marshmallow Matcha:** Matcha mixed with tiramisu swirl and whole milk, topped with Marshmallow Cold Foam and a dusting of hot chocolate powder.
- **Tiramisu Protein Latte:** Espresso and protein milk mixed with tiramisu swirl, delivering 17 grams of protein in a medium.



Fruity Sips and Savory Fall Snacks

For a bright, fruit-forward sip, Dunkin' is introducing a beverage duo that pairs berry and clementine flavors:

- **Berry Clementine Refresher:** A refreshing and fruity twist of berry and clementine with guests' choice of green tea, black tea, lemonade, oatmilk, protein milk or sparkling water.
- **Berry Daydream Refresher:** New Berry Clementine Refresher mixed with oatmilk and topped with Sweet Cold Foam.



The menu also welcomes back savory staples loaded with bold flavor, including the **Chipotle Hash Brown Wake-Up Wrap®**, a savory wrap with crispy hash browns, egg, melted American cheese, chipotle aioli and bacon; **Chipotle Loaded Hash Browns** drizzled with chipotle aioli and topped with crumbled bacon; and **Maple Sugar Bacon**, the fan-favorite sweet-and-savory staple returning in the **Maple Sugar Bacon Breakfast Sandwich**, **Snackin' Bacon** and **Wake-Up Wrap®**.

Rounding out the menu, the popular **$6 Meal Deal*** returns with a Bacon, Egg and Cheese Sandwich, crispy hash browns and a medium hot or iced coffee, all for $6.

Exclusive Offers for Dunkin' Rewards® Members

Dunkin' Rewards members can enjoy exclusive offers throughout the season, including:

- **August 17 - August 21:** Earn 50 bonus points each day (up to 150 bonus points) when you order ahead through the

app**

- **August 19 - August 26:** Earn 3x points on any iced espresso beverage purchase***
- **August 31:** Earn 3x points on any matcha beverage purchase****
- **September 1:** Earn 4x points on any beverage purchase*****
- **September 7 - September 28:** Earn 100 bonus points when you order ahead through the app on Mobile Mondays †
- **September 12 - September 13:** Earn 100 bonus points each day when you purchase a Tennis Beverage ††
- **September 14 - September 18:** Purchase three Refreshers and earn 250 bonus points †††
- **September 21 - September 25:** Boosted Members can earn 3x points on any beverage purchase after 1 p.m. ††††

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.

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

***Offer valid 7/6/26-8/28/26, each Monday - Friday, not valid on Saturday or Sunday. Limit 150 total bonus points per member. Offer must be activated in the mobile app. Bonus points can only be earned on eligible purchases made during the promo period by rewards members who order ahead on the Dunkin' App. Valid in participating Dunkin' stores. For full Rewards Program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.*

****Offer valid 8/19/26-8/26/26. Single-use per member per day. Excludes iced coffee, Cold Brew, and hot espresso beverages. Offer must be activated on the mobile app. After activation, bonus will automatically apply to qualifying mobile order or in store upon scanning your Dunkin' Rewards ID. Valid at participating US Dunkin' stores by Dunkin' Rewards members who order ahead in the Dunkin' App, scan their Dunkin' Rewards ID at checkout or pay with an enrolled Dunkin' card. Bonus points can be earned on base points only. Cannot be combined with any other offer, promotion, or coupon. For full rewards program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.*

*****Offer valid 8/31/2026. Single-use per member. Offer valid at participating US Dunkin' stores by Dunkin' Rewards members who order ahead in the Dunkin' App, scan their Dunkin' Rewards ID at checkout or pay with an enrolled Dunkin' card. Bonus points are provided on base points only. No substitutions allowed. No cash refunds. Cannot be combined with any other offer, promotion or coupon. For full rewards program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.*

******Offer valid 9/01/2026. Single-use per member. Offer valid at participating US Dunkin' stores by Dunkin' Rewards members who order ahead in the Dunkin' App, scan their Dunkin' Rewards ID at checkout or pay with an enrolled Dunkin' card. Bonus points are provided on base points only. No substitutions allowed. No cash refunds. Cannot be combined with any other offer, promotion or coupon. For full rewards program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.*

† Offer valid each Monday through 9/28. Limit 100 bonus points per member per Monday. Offer must be activated in the mobile app. Bonus points can only be earned on eligible purchases made during the promo period by rewards members who order ahead on the Dunkin' App. Valid in participating Dunkin' stores. For full Rewards Program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.

†† Offer valid 9/12/26-9/13/26. Valid only on purchases of the Matcha Point latte Melon Deuce drinks. Limit 100 bonus points per member per day. Offer must be activated in the mobile app. Bonus points can only be earned on eligible purchases made during the promo period by rewards members who order ahead on the Dunkin' App. Valid in participating Dunkin' stores. For full Rewards Program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.

††† Offer valid 9/14/26-9/18/26. Valid on Refresher purchases only. Bonus points will be awarded automatically after three qualifying Refresher purchases are made. Offer must be activated in the mobile app. Bonus points can only be earned on eligible purchases made during the promo period by rewards members who order ahead on the Dunkin' App. Valid in participating Dunkin' stores. For full Rewards Program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.

†††† Offer valid 9/21/26-9/25/26. Valid for Boosted Status members only. Single-use per member per day. Offer must be activated on the mobile app. After activation, bonus will automatically apply to qualifying mobile order or in store upon scanning your Dunkin' Rewards ID. Valid at participating US Dunkin' stores by Boosted Status Dunkin' Rewards members who order ahead in the Dunkin' App, scan their Dunkin' Rewards ID at checkout or pay with an enrolled Dunkin' card. Bonus points can be earned on base points only. Cannot be combined with any other offer, promotion, or coupon. For full rewards program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.

About Dunkin'
Dunkin', founded in 1950, is the largest coffee and donuts brand in the United States, with more than 14,200 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.

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FAQ:

What is Dunkin' launching with Alix Earle?

Dunkin' is partnering with Alix Earle to launch the **Earle-Y Riser Meal**, a limited-time breakfast inspired by Alix's go-to Dunkin' order. The meal includes a Shakin' Espresso with sugar-free vanilla and almondmilk, a Sausage, Egg and Cheese Hash Brown Wake-Up Wrap® and three assorted MUNCHKINS® Donut Hole Treats.

What new drinks are on Dunkin's Fall 2026 menu?

Dunkin's Fall 2026 menu features a mix of returning favorites and new beverages, including the Pumpkin Pie Coffee Chiller, Pumpkin Cloud Dunkalatte, Pumpkin Patch Cloud Latte, Pumpkin Spice Signature Latte, Nutty Pumpkin Protein Latte, Tiramisu Cloud Latte, Tiramisu Shakin' Espresso, Tiramisu Marshmallow Matcha, Tiramisu Protein Latte, Berry Clementine Refresher and Berry Clementine Daydream Refresher.

Does Dunkin' have pumpkin drinks in Fall 2026?

Yes. Dunkin's Fall 2026 pumpkin lineup includes the Pumpkin Pie Coffee Chiller, Pumpkin Cloud Dunkalatte, Pumpkin Patch Cloud Latte, Pumpkin Spice Signature Latte, Nutty Pumpkin Protein Latte and Pumpkin Swirl. Guests can also enjoy returning Pumpkin Bakery favorites, including the Pumpkin Donut, Pumpkin MUNCHKINS® Donut Hole Treats and Pumpkin Muffin.

What are Dunkin's new tiramisu drinks?

Dunkin's new tiramisu-inspired beverage collection includes the Tiramisu Cloud Latte, Tiramisu Shakin' Espresso, Tiramisu Marshmallow Matcha and Tiramisu Protein Latte. The lineup is inspired by the classic Italian dessert and combines rich coffee flavors with indulgent sweetness.