Febreze and Dunkin'® Brew Up a First-Of-Its-Kind Scent Collection

Three limited-edition fragrances inspired by Dunkin' bring the aromas of its coffee and bakery favorites into the home and on the go with Procter & Gamble's Febreze AIR, PLUG, BATHROOM, and CAR

BOSTON (September 1, 2026) - Today, Febreze and Dunkin' announced a first-of-its-kind limited-edition scent collection that pairs Febreze's odor-fighting power with fragrances inspired by some of Dunkin's most iconic coffee and bakery favorites. Available exclusively at Walmart, the lineup features three indulgent fragrances that bring the unmistakable aromas of a Dunkin' run into homes and cars nationwide:

- **Strawberry Frosted Donut**: Scents of fresh berries, whipped icing, and warm dough bring the iconic, pink-sprinkled Strawberry Frosted Donut to life and recreate the joy of opening a fresh box of donuts.
- *Available in: Febreze AIR, PLUG, BATHROOM, CAR.*
- **Cinnamon Roll**: Scents of warm cinnamon bark, vanilla crème, and brown sugar bring the sweet aroma of a warm cinnamon roll to everyday moments.
    - *Available in: Febreze AIR, PLUG, BATHROOM.*
- **Vanilla Latte**: Scents of black coffee and comforting, creamy vanilla blend together for a scent pick-me-up any time of day.
    - *Available in: Febreze AIR, PLUG, CAR.*



"We wanted to capture the ultimate daily ritual - a morning Dunkin' run - and bring that joy straight into the home," said Tyler Beck, Vice President, North America Air Care, Procter & Gamble. "By pairing our freshness innovation with the scents of Dunkin's iconic flavor offerings, we've created a collection that tackles tough odors and completely transforms a home's energy at any time of day."

"For millions of people, the smell of Dunkin' is part of what makes the day feel like it's officially started," said Brian Gilbert, Vice President of Retail Business Development, Inspire Brands. "Whether it's the aroma of a Vanilla Latte or a Strawberry Frosted Donut, our guests have an emotional connection to these iconic scents. Through this collaboration with Febreze, we're bringing those beloved Dunkin' scents into homes and cars in a completely new way."

The Febreze x Dunkin' collection is now available at Walmart, with an MSRP starting at $3.97. For more information about the collection, visit Febreze.com.

FAQ

When is the Febreze x Dunkin' collection available to buy?
The limited-edition Febreze x Dunkin' collection is available nationwide starting this month, September 2026.

Where can I buy the new Dunkin'-inspired Febreze scents?
The Febreze x Dunkin' Collection is available exclusively at Walmart. It will not be available at Dunkin' locations.

What Febreze products are available in this collection?
The collection is available in Febreze AIR, PLUG, BATHROOM, and CAR, starting at $3.97.

Are these scents made with real coffee or food ingredients?
No, Febreze x Dunkin' scents are not made with real coffee, sugar, or food ingredients. While these products may smell like your daily Dunkin' run, they are not for consumption.

ABOUT FEBREZE
In 1998, Procter & Gamble (P&G) gave households a breath of fresh air with the launch of Febreze®, known today as the preeminent brand for providing a fresh, clean scent and tackling tough odors from fabrics and the air. Febreze® features a line of products with freshness capabilities that range from ridding pet odors and tackling sweat stink to decorating the home with scent and freshening on the go. Febreze® has been one of the fastest growing brands in P&G's portfolio of household brands and bring innovative products to market.

ABOUT PROCTER & GAMBLE
P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit https://www.pg.com/ for the latest news and information about P&G and its brands.

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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