Dunkin’® Reunites Baby Spice and Ginger Spice to Reveal Pumpkin Spice, the Long-Lost Sixth Member

Rachel Dratch stars as Pumpkin Spice in Dunkin's latest campaign

To celebrate the reunion, guests can enjoy a free medium Pumpkin Spice Signature Latte with purchase at Dunkin' on Sept. 8

BOSTON (Sept. 8, 2026) - This fall, Dunkin' is showing the world how it does pumpkin with a little help from two pop icons and one very seasonal surprise. **Emma “Baby Spice" Bunton** and **Geri “Ginger Spice" Halliwell-Horner** reunite to reveal they once had a little-known, fiercely devoted sixth bandmate: Pumpkin Spice, portrayed by comedian and actress **Rachel Dratch**. Long known for her love of all things pumpkin, Pumpkin Spice ultimately left pop stardom behind to pursue another passion: *lattes*.

In the hero spot, Baby Spice and Ginger Spice reminisce about their former bandmate, from her pumpkin-inspired hits to her signature choreography and unwavering devotion to the flavor of the season. Years after going their separate ways, the trio reunites over Dunkin's pumpkin drinks, giving Pumpkin Spice one more chance to pitch a comeback and prove that some passions never go out of season.



“I think Pumpkin Spice was just ahead of her time. Maybe a little too seasonal, but definitely ahead of the curve," said Rachel Dratch. “She left to focus on lattes, and honestly, I respect that kind of commitment. Getting to bring Pumpkin Spice back with Emma and Geri for Dunkin' was so much fun. It feels like she's finally getting the recognition she deserves."

The campaign builds on the Aug. 19 return of pumpkin season at Dunkin', with a lineup of pumpkin beverages and bakery favorites available for a limited time at participating Dunkin' restaurants nationwide.

To celebrate the campaign launch, Dunkin' is giving pumpkin fans something extra to sip on. From **2-6 p.m. local time today only**, guests can head to Dunkin' to receive a **free medium Pumpkin Spice Signature Latte with a qualifying purchase.***



From a long-lost pop star to the return of the fall flavors guests wait all year for, Dunkin' is showing the world how it does pumpkin. But Pumpkin Spice isn't stopping there. Fans can catch more from Rachel Dratch alongside Emma Bunton and Geri Halliwell-Horner across @Dunkin on social.

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 for one free medium Pumpkin Spice Signature Latte with qualifying purchase made during the promo period at participating Dunkin' stores. The Pumpkin Spice Signature Latte must be added to order when ordering in-store or in the mobile app. Qualifying purchases excludes individual MUNCHKINS Donut Hole Treats or Cup of Water. Offer not available on delivery platforms. No cash refunds. Cannot be combined with any other offer, promotion, or coupon. While supplies last. Participation may vary.*

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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