



Dunkin'® and L.L.Bean® Debut the Ultimate Fall Blend, a First-Ever Collab Between the Two New England Icons

Beginning on the first day of fall, Dunkin' and L.L. Bean celebrate the season with limited-edition giveaways, a free coffee offer for Dunkin' Rewards members and the launch of an exclusive product collaboration on National Coffee Day

BOSTON (Sept. 21, 2026) - Dunkin' and L.L.Bean are debuting the ultimate fall blend, bringing together two iconic New England brands for their first-ever collaboration. Inspired by the traditions that define fall in the Northeast, from morning coffee runs to favorite seasonal layers, the limited-edition **L.L.Bean x Dunkin' collaboration** comes to life through limited-edition products, giveaways, experiences and free coffee throughout the first week of fall, culminating on National Coffee Day.

Celebrate Fall with Dunkin' and L.L.Bean

Here's how Dunkin' and L.L.Bean are helping coffee fans celebrate the season:

- **Tuesday, Sept. 22 - First Day of Fall:** Guests can kick off the season with a limited-edition **Dunkin' x L.L.Bean Birdseye Sweater Cup Sleeve** available with any hot or iced coffee order, while supplies last.*
- **Tuesday, Sept. 29 - L.L.Bean Seaport:** The celebration continues at the **L.L.Bean Seaport store in Boston** (56 Seaport Blvd.) from 9 a.m. to noon. Guests can snap photos in front of a donut wall, enjoy custom donuts and MUNCHKINS® Donut Hole Treats, and sip complimentary Dunkin' coffee and Refreshers, while supplies last. Fans will have one hour to shop the product collaboration early ahead of its National Coffee Day debut at 10 a.m.
- **Tuesday, Sept. 29 - National Coffee Day:** The week culminates on National Coffee Day with **free coffee from Dunkin' and L.L. Bean**, the national launch of the **L.L.Bean x Dunkin' product collaboration** and the release of a second limited-edition coffee accessory, the **L.L.Bean Coffee Tote**.
 - **Dunkin' Rewards members can enjoy a free medium hot or iced coffee**, with any purchase through the Dunkin' app on National Coffee Day.**
 - Shop the first-ever **L.L.Bean x Dunkin' product collaboration** on LLBean.com/dunkin beginning Sept. 29 at 10 a.m. ET.
 - Coffee fans can also purchase a limited-edition **L.L.Bean Coffee Tote** (\$24.95) on DunkinRunsonMerch.com at 10 a.m. ET and at select Dunkin' locations in Maine, while supplies last. Visit the store locator on DunkinRunsonMerch.com to find a participating location near you.



Additionally, Dunkin' and L.L.Bean are hitting the road together with the **Dunkin' x L.L.Bean Bootmobile Tour**. Traveling from Maine to Boston, L.L.Bean's iconic Bootmobile will be outfitted in a Birdseye Sweater-inspired design celebrating the collaboration. From Sept. 21 through Sept. 29, the Bootmobile will make stops at select Dunkin' restaurants, where guests can snap photos and have the chance to receive Dunkin' gift cards to enjoy their fall favorites. Visit the [Dunkin' Newsroom](#) for additional details and the full tour schedule.

"We love collaborations that feel authentic to the way people actually live," said Jill Nelson, chief marketing officer at Dunkin'. "From morning coffee runs to weekends outside, Dunkin' and L.L.Bean have been part of many of the same routines and

traditions for decades. Bringing them together just felt right."

Two New England Icons, One Exclusive Collaboration

Available beginning **Tuesday, Sept. 29 at 10 a.m. ET** on [LLBean.com/dunkin](https://llbean.com/dunkin), the first-ever L.L.Bean x Dunkin' collaboration celebrates two brands deeply rooted in New England culture. Featuring a cozy **Birdseye Sweater** and a reimagined **Boat and Tote**, the product collab combines L.L.Bean's timeless icons with playful details inspired by Dunkin' coffee culture.

- **Birdseye Sweater (\$79.95)**: A L.L.Bean classic reimagined with a custom Birdseye pattern inspired by Dunkin'.
- **Boat and Tote (\$59.95)**: L.L.Bean's iconic Boat and Tote gets a Dunkin' twist, pairing the classic Dunkin' orange and pink hues with embroidered L.L.Bean and Dunkin' logos.



"L.L.Bean and Dunkin' are iconic brands that have called New England home for decades," said Nick Wilkoff, chief marketing officer at L.L.Bean. "We wanted to create something that feels familiar and fun, bringing a touch of Dunkin' to two L.L.Bean favorites that have been a part of people's fall traditions for generations."

To stay up to date on Dunkin's latest news and 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 collaborations and announcements.

**Offer limited to one (1) L.L.Bean x Dunkin' Sweater Cup Sleeve with any order of a hot or iced coffee of any size while supplies last at participating Dunkin' locations nationwide. Exclusions and terms apply.*

***Offer valid 9/29/26. Single-use per member. Excludes Cold Brew and hot espresso beverages. Valid at participating US Dunkin' stores. Cannot be combined with any other offer, promotion, or coupon. For full rewards program terms, please visit dunkindonuts.com/dunkin-rewards-terms-and-conditions/.*

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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.

About L.L.Bean

L.L.Bean, Inc. is a leading multichannel merchant of quality outdoor gear and apparel. Founded in 1912 by Leon Leonwood Bean, the company began as a one-room operation selling a single product, the Maine Hunting Shoe. Still family owned, Shawn Gorman, great grandson of Leon Leonwood Bean, was named Chairman of the Board of Directors in 2013. While its business has grown over the years, L.L.Bean continues to uphold the values of its founder, including his dedication to quality, customer service and a love of the outdoors. In 2025, L.L.Bean donated over \$4.3 million to outdoor and community-enriching organizations focused on increasing access to and inclusivity in the outdoors. L.L.Bean operates over 70 stores in 20 states across the United States, along with 18 stores in Japan and 16 stores in Canada, in partnership with Jaytex Group. The 220,000-sq. ft. L.L.Bean retail store campus in Freeport, ME, is open 24 hours a day, 365 days a year and welcomes more than 3 million visitors every year. L.L.Bean can be found worldwide at www.llbean.com, [Facebook](#), [YouTube](#), [Pinterest](#), and [Instagram](#).

FAQ:

When is National Coffee Day 2026?

National Coffee Day is Tuesday, September 29, 2026.

What is Dunkin's National Coffee Day offer?

On National Coffee Day, Dunkin' Rewards members can enjoy a free coffee offer at participating Dunkin' locations, while supplies last.

How is Dunkin' celebrating National Coffee Day?

Dunkin' is celebrating National Coffee Day for a full week with a limited-edition Dunkin' x L.L.Bean Birdseye Sweater Cup Sleeve giveaway on Sept. 24, in-person activation at the L.L.Bean Seaport store in Boston on Sept. 27, the Dunkin' x L.L.Bean Bootmobile Tour and the launch of the L.L.Bean x Dunkin' collaboration on Sept. 29.

How can guests get the Dunkin' x L.L.Bean Birdseye Sweater Cup Sleeve?

Guests who order a hot or iced coffee at participating Dunkin' locations on Tuesday, Sept. 22 can receive a limited-edition Dunkin' x L.L.Bean Birdseye Sweater Cup Sleeve at participating locations, while supplies last.

How can guests get the L.L.Bean Mini Tote?

Guests can pick up an exclusive L.L.Bean Mini Tote at select Dunkin' locations in Maine on National Coffee Day, or online at DunkinRunsonmMerch.com on Tuesday, Sept. 29, while supplies last.

Where can guests shop the L.L.Bean x Dunkin' collaboration?

The L.L.Bean x Dunkin' collaboration will be available exclusively on LLBean.com at llbean.com/dunkin beginning Tuesday, Sept. 29 at 10 a.m. ET.