Dunkin'® Kicks Off Spooky Season with New Green Apple Dunkin' Zero, Purple Marshmallow Cold Foam and All-New Halloween Sips

The first chapter of Dunkin's Halloween celebration begins today, with more mystery clues, spooky reveals and seasonal moments still to come throughout October

BOSTON (Sept. 30, 2026) - Something wicked is brewing at Dunkin'. Beginning today, the brand is kicking off spooky season with the debut of all-new **Green Apple Dunkin' Zero** and **Purple Marshmallow Cold Foam**, two limited-time offerings that serve as the foundation of an all-new lineup of Halloween-inspired beverages.

From tart apple twists to purple-topped creations, the menu marks the first chapter of Dunkin's Halloween celebration, setting the stage for more surprises throughout October.

Green Apple Dunkin' Zero Takes Center Stage

Leading the menu is **Green Apple Dunkin' Zero**, a spooky spin on Dunkin' Zero, a zero-sugar energy drink made for the in-between moments of the day. The lineup brings crisp green apple flavor to four frightfully flavorful beverages available nationwide beginning today for a limited time:

- **Green Apple Dunkin' Zero**: Tart, crisp apple flavors combined with bubbly sparkling water.
- **Midnight Apple Dunkin' Zero**: Green Apple Dunkin' Zero combined with blackberry flavor for a darker twist.
- **Candy Kiss Dunkin' Zero**: Green Apple Dunkin' Zero mixed with tropical mango flavor for a sweet, candy-inspired sip.
- **Orchard Twist Dunkin' Zero**: Green Apple Dunkin' Zero paired with peach flavors for a sweet-tart blend.



Purple Marshmallow Cold Foam Casts Its Spell

The new menu gets an even scarier addition with **Purple Marshmallow Cold Foam**, available nationwide beginning today for a limited time. A Halloween-inspired twist on Dunkin's fan-favorite Marshmallow Cold Foam, the offering adds a velvety layer to an array of beverages and features a spooky purple hue that's perfect for the season:

- **Sour Apple Energy**: Green Apple Dunkin' Zero paired with sour lemonade and topped with Purple Marshmallow Cold Foam.
- **Dark Spell Daydream Refresher**: A Daydream Refresher featuring berry clementine and blueberry flavors combined with oatmilk and topped with Purple Marshmallow Cold Foam.
- **Terror-misu Cloud Latte**: A creamy iced latte made with espresso and tiramisu flavors, layered with Purple Marshmallow Cold Foam and topped with hot chocolate powder.
- **Franki Matcha**: Sweetened matcha green tea blended with whole milk and vanilla flavor, topped with Purple Marshmallow Cold Foam for a Frankenstein-inspired finish.
- **Creepy Crawler Coffee Chiller**: A smooth and creamy frozen coffee blended with tiramisu flavors, drizzled with Purple Marshmallow Cold Foam and topped with whipped cream and mocha drizzle.



The launch also marks the first time guests can enjoy a Dunkin' Zero beverage topped with cold foam, creating an entirely new way to experience the platform.

More Spooky Sips
The Halloween menu also features a haunting trio of beverages inspired by the flavors of the season:

- **Midnight Potion Refresher**: A Berry Clementine Refresher with notes of blueberry combined with green tea for a refreshing, berry-forward sip.
- **Werewolf Punch Refresher**: A punch-inspired combination of blackberry, clementine, mango and pineapple flavors mixed with lemonade.
- **Nutty Nightmare Iced Coffee**: Dunkin' Iced Coffee and cream blended with tiramisu and toasted almond flavors.



“This year, we're taking two fan-favorite platforms into entirely new territory," said Anthony Epter, vice president of menu innovation at Dunkin'. “From the tart, crisp flavor of Green Apple Dunkin' Zero to the spooky twist of Purple Marshmallow Cold Foam, we're giving guests new ways to experience Dunkin'. But this is only the beginning. Guests can expect more surprises, treats and Halloween moments throughout October."

Frightfully Good Deals
The popular **$6 Meal Deal** continues to deliver value with a Bacon, Egg and Cheese Sandwich, crispy Hash Browns and a medium hot or iced coffee, all for $6.*

Dunkin' Rewards® members can also enjoy limited-time offers throughout the season, making every Dunkin' run a little sweeter.

- **Through Oct. 26**: Earn 4X bonus points on all beverages when ordering ahead on Mondays**
- **Through Oct. 31**: Boosted Status members earn 100 bonus points when ordering after 1 p.m. ***
- **Oct. 16**: Earn 3X points on any food purchase†
- **Oct. 30-31**: Earn 3X points on half dozen and dozen donuts, and 25- or 50-count MUNCHKINS Donut Hole Treats††

Those not yet enrolled in Dunkin' Rewards® can create a free account on the Dunkin' app or by visiting dunkinrewards.com.

More Surprises Are Brewing

Halloween season is officially underway, but Dunkin' still has more surprises brewing.

Guests looking for a hint about what's next should keep their eyes on **Salem, Mass., on Oct. 8**, where Dunkin' will reveal the next clue in its spooky season story.

Fans should also follow @Dunkin on Instagram, where a familiar eight-legged friend may return alongside a few special guests.

From new seasonal menu offerings to can't-miss experiences, this is only the first chapter of what's brewing at Dunkin' this spooky season.

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 each Monday through 10/26. Single-use 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/terms.*

****Offer valid 10/1/26-10/31/26. Valid for Boosted Status members only. Limit 100 bonus points 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/terms.*

†Offer valid 10/16/2026. 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/terms.

††Offer valid 10/30/26-10/31/26. Single-use per member per day. Offer valid on ½ dozen and dozen donuts and 25ct. and 50 ct. MUNCHKINS. Excludes fancies. 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/terms.

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:

When is Dunkin's Halloween menu available?

Dunkin's new Halloween-inspired beverages are available nationwide beginning Sept. 30 for a limited time at participating Dunkin' restaurants, while supplies last.

What is Dunkin's Purple Marshmallow Cold Foam?

Purple Marshmallow Cold Foam is Dunkin's newest seasonal cold foam, featuring sweet marshmallow flavor and a vibrant purple hue. It tops several drinks across the Halloween lineup, including the Dark Spell Daydream Refresher, Franki Matcha, Terror-misu Cloud Latte and Sour Apple Energy.