



The Story Behind Purple Marshmallow Cold Foam at Dunkin'®

This Halloween, Dunkin' is putting a little magic on top.

Meet **Purple Marshmallow Cold Foam**, Dunkin's creamy, vibrant topping behind the 2026 Halloween beverage lineup. With its eye-catching purple hue and nostalgic marshmallow flavor, the new cold foam was created to make everything from espresso to energy drinks feel unmistakably Halloween.



For our culinary team, it all started with the color. Purple has long been associated with witches, magic, mystery and all things spooky, making it a natural fit for the season - and an even better match for the iconic purple frosting of **Spidey D**. The team landed on a shade that felt festive and playful, transforming any drink it tops without venturing too far into the dark side.

Then came the flavor. Marshmallow offered the familiar, comforting sweetness the team wanted, and as development got underway, it revealed another superpower: versatility.

The creamy marshmallow flavor complements an unexpectedly wide range of drinks while still allowing the beverage underneath to shine. On the **Terror-misu Cloud Latte**, it helps balance bold, roasted espresso notes. Paired with the **Dark Spell Daydream Refresher**, it offers a smooth contrast to bright fruit flavors. And atop **Franki Matcha**, the familiar sweetness

brings another layer of indulgence to every sip.



One of the lineup's biggest firsts comes with the **Sour Apple Energy**, marking the first time guests can enjoy an Energy beverage topped with cold foam. The tart, sparkling apple flavor meets smooth Purple Marshmallow Cold Foam for a contrast of flavor and texture that makes each sip a little more unexpected.

That versatility was one of the biggest surprises for our culinary team. What began as a visually striking Halloween cold foam proved to work across tart fruit flavors, energy beverages, espresso and matcha, creating a thread of creamy marshmallow sweetness - and plenty of purple - throughout the Halloween menu.

And that's part of the fun: underneath its spellbinding color is a flavor guests already know and love. Purple Marshmallow Cold Foam combines a smooth, creamy texture with familiar marshmallow sweetness, while its Spidey D-inspired hue transforms the look and feel of whatever it tops.

Whether you're craving coffee, matcha, a Refresher or a boost of energy, there's more than one way to enjoy Purple Marshmallow Cold Foam this Halloween.

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FAQ:

What is Dunkin' Purple Marshmallow Cold Foam?

Dunkin' Purple Marshmallow Cold Foam is a smooth, creamy cold foam with familiar marshmallow flavor and a vibrant purple color inspired by Spidey D's signature frosting, bringing a playful Halloween twist to Dunkin' beverages for a limited time.

What does Dunkin' Purple Marshmallow Cold Foam taste like?

Dunkin' Purple Marshmallow Cold Foam has a creamy texture and nostalgic marshmallow sweetness designed to complement a variety of Dunkin' coffee and non-coffee beverages without overpowering the drink underneath.

Which Dunkin' drinks feature Purple Marshmallow Cold Foam?

Dunkin' Purple Marshmallow Cold Foam tops five Halloween-inspired beverages: the Sour Apple Energy, Dark Spell Daydream Refresher, Terror-misu Cloud Latte, Franki Matcha and Creepy Crawler Coffee Chiller. Each Dunkin' beverage pairs the creamy marshmallow flavor with a different base, spanning energy, Refreshers, espresso, matcha and frozen coffee.

Can you get Dunkin' Purple Marshmallow Cold Foam on a Dunkin' Zero beverage?

Yes. Dunkin' Sour Apple Energy pairs Dunkin' Zero with Purple Marshmallow Cold Foam, marking the first time Dunkin' guests can enjoy an Energy beverage topped with cold foam.

How long is Dunkin' Purple Marshmallow Cold Foam available?

Dunkin' Purple Marshmallow Cold Foam is available for a limited time as part of Dunkin's Halloween menu at participating Dunkin' restaurants nationwide, while supplies last.

Can you add Purple Marshmallow Cold Foam to other Dunkin' drinks?

Guests can enjoy Purple Marshmallow Cold Foam across Dunkin's Halloween beverage lineup for a limited time at

participating Dunkin' restaurants nationwide, while supplies last.