Dunkin’® Unwraps the Holidays with the Debut of the Donutcracker and the Return of Cookie Butter and Toasted White Chocolate

The Donutcracker arrives on Dunkin's holiday packaging nationwide Nov. 4 as fan-favorite flavors, seasonal offers and moments to Give Joy return for the holidays

BOSTON (October 28, 2026) - Dunkin' is unveiling its 2026 holiday season this November with the debut of its very own **Donutcracker**, a playful new design appearing across holiday cups, donut and MUNCHKINS® boxes nationwide beginning Nov. 4. Arriving alongside the return of two guest-favorite holiday flavors, **Cookie Butter** and **Toasted White Chocolate**, the Donutcracker brings a Dunkin' twist to a classic holiday tradition while ushering in a season filled with festive beverages and treats, sweet reasons to Give Joy, and exclusive rewards for Dunkin' Rewards® members throughout the season.

Meet the Donutcracker

Beginning Nov. 4, Dunkin's 2026 holiday packaging will arrive at restaurants nationwide, featuring the debut of Dunkin's very own **Donutcracker**. Appearing across cups, donut and MUNCHKINS® boxes, the whimsical design reimagines the classic holiday nutcracker with donut-inspired details, festive sprinkles and the brand's signature pink-and-orange flair.

Bright, playful and unmistakably Dunkin', the Donutcracker serves as the centerpiece of Dunkin's holiday season, bringing joy to guests' Dunkin' runs all season long, with more surprises still ahead.



“Dunkin's holiday cups and packaging have become part of the season for so many of our guests," said Jill Nelson, chief marketing officer at Dunkin'. “The Donutcracker puts a playful twist on a beloved holiday icon. Whether guests are sipping returning favorites like Cookie Butter and Toasted White Chocolate or picking up a dozen donuts for a holiday gathering, the Donutcracker brings the joy of the season to life in a way that's fun, festive, and uniquely Dunkin'."

Cookie Butter Makes a Sweet Return

Beginning Nov. 4, Cookie Butter returns for a limited time, bringing back one of guests' most-requested holiday flavors. Available throughout the season, the lineup features sweet, spiced cookie-inspired flavors across a collection of festive beverages:

- **Cookie Butter Cloud Latte:** Espresso, Cookie Butter Syrup and milk topped with Cookie Butter Cold Foam and cookie butter crumbles.
- **Cookie Butter Cloud Dunkalatte:** Coffee milk, Cookie Butter Syrup and espresso topped with Cookie Butter Cold Foam.
- **Cookie Butter Hot Chocolate:** Rich hot chocolate with Cookie Butter Syrup topped with whipped cream and cookie butter crumbles.
- **Cookie Butter Matcha:** Sweetened matcha green tea blended with whole milk and Cookie Butter Syrup.
- **Iced Cookie Butter Oat Chai Latte:** Chai Latte made with oatmilk and Cookie Butter Syrup for a creamy, cookie-inspired sip.
- **Spiced Cookie Iced Coffee:** Dunkin' Iced Coffee and oatmilk paired with sweet, Cookie Butter Syrup.



Toasted White Chocolate Is Back

Also returning Nov. 4, Toasted White Chocolate is featured across a lineup of seasonal holiday beverages:

- **Toasted White Chocolate Cloud Latte:** Toasted White Chocolate combined with espresso and whole milk, topped with Sweet Cold Foam.
- **Toasted White Chocolate Signature Latte:** Toasted White Chocolate blended with espresso and whole milk, finished with whipped cream, caramel drizzle and cinnamon sugar.
- **Almond White Chocolate Shakin' Espresso:** Toasted White Chocolate and toasted almond flavor shaken with oatmilk and a double shot of espresso.
- **Raspberry White Chocolate Matcha:** Sweetened matcha green tea blended with whole milk, raspberry flavor and Toasted White Chocolate swirl.



Give Joy This Holiday Season

Guests can help spread joy to children battling hunger or illness by donating $1 or more to the Dunkin' Joy in Childhood Foundation® at participating Dunkin' restaurants. From Nov. 4 through Nov. 30, guests who donate will receive a limited-edition sticker sheet as a special thank you for their support. Donations can be made at the register or in the drive-thru, with every contribution helping the Foundation bring joy to kids when they need it most.



Exclusive Offers for Dunkin' Rewards® Members
Adding to the holiday cheer, Dunkin' Rewards members can enjoy exclusive offers throughout the season, including:

- **Through Nov. 30**: Earn 100 bonus points on all beverages when ordering ahead on Mondays*
- **Nov. 4 - Nov. 5:** Earn 3X points on all beverages**
- **Nov. 17**: Earn 4X points on all Avengers beverages***
- **Nov. 19:** Earn 3x points on all beverages when you order ahead†
- **Nov. 23**: Celebrate National Espresso Day with 4X points when ordering any Espresso beverages††

The holidays at Dunkin' are only just beginning. More festive moments, seasonal surprises and holiday reveals will arrive throughout the season.

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 valid each Monday through 11/30. Limit 100 bonus points 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/dunkin-rewards-terms-and-conditions/.

**Offer valid 11/4/2026-11/5/2026. 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/dunkin-rewards-terms-and-conditions/.

***Offer valid 11/17/2026. Single-use per member. Valid only on beverages from the Avengers menu. 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/dunkin-rewards-terms-and-conditions/.

†Offer valid 11/19. Single-use per member per member. 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/dunkin-rewards-terms-and-conditions/.

†† Offer valid 11/23/2026. Single-use per member. Excludes hot and iced coffee, and Cold Brew. Valid only on beverages from the Avengers menu. 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/dunkin-rewards-terms-and-conditions/.

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.

FAQ:
When will Dunkin's holiday menu and packaging be available?

Dunkin's holiday menu and festive Donutcracker-inspired packaging will be available at participating Dunkin' restaurants nationwide beginning Nov. 4, while supplies last.

Who is the Donutcracker?
The Donutcracker is Dunkin's donut-loving twist on the classic holiday nutcracker. This season, the Donutcracker appears across cups and packaging, bringing a playful Dunkin' touch to holiday moments big and small. Fans should stay tuned throughout the season, as more festive surprises and special appearances are still to come.

What drinks are available at Dunkin' this holiday season?
Cookie Butter favorites are back, including the Cookie Butter Cloud Latte, Cookie Butter Cloud Dunkalatte, Cookie Butter Hot Chocolate, Cookie Butter Matcha and Iced Cookie Butter Oat Chai Latte. Guests can also add Cookie Butter Cold Foam to eligible beverages. Seasonal additions also include the Toasted White Chocolate Cloud Latte, Toasted White Chocolate Signature Latte, Almond White Chocolate Shakin' Espresso and Raspberry White Chocolate Matcha, along with Toasted White Chocolate as a new seasonal flavor.

Can guests order the holiday menu through the Dunkin' app?
Yes. Guests can order holiday menu items in-store, at the drive-thru or ahead of time through the Dunkin' app. Join Dunkin' Rewards® to get the most out of every Dunkin' run this holiday season.

How long will the holiday menu be available?
The holiday menu is available for a limited time beginning Nov. 4 at participating Dunkin' restaurants nationwide, while supplies last.

What is the Dunkin' Joy in Childhood Foundation?
Supported by Dunkin' franchisees, guests, employees and partners, the Dunkin' Joy in Childhood Foundation helps children battling hunger or illness by funding joyful experiences through food programs, work with children's hospitals and other nonprofit organizations. Since 2006, the Foundation has awarded more than $70 million in grants nationwide.