Cinnamon Toast CrunchTM, Reese’s Puffs and Golden GrahamsTM Are Bringing Your Favorite Dunkin’® Flavors to the Cereal Bowl

The limited-edition collaboration brings together breakfast powerhouses, as each of the three cereals receives a Dunkin'-inspired treatment this December

BOSTON (November 2, 2026) - General Mills and Dunkin' are brightening up mornings with Dunkin'-inspired twists on three cereal favorites: Cinnamon Toast Crunch™, *Reese's Puffs* and Golden Grahams™.

The new lineup brings the flavors of fan-favorite Dunkin' beverages to the cereal aisle, combining two breakfast staples in one delicious bowl.

“We're thrilled to collaborate with Dunkin' to create a taste-forward breakfast experience with fun flavor profiles," said Megan Brooks, Business Unit Director at General Mills. “Cinnamon Toast Crunch, *Reese's Puffs* and Golden Grahams are beloved cereal brands, and we knew Dunkin' was the right partner to bring together two morning favorites in one delicious bowl: cereal favorites and Dunkin'-inspired flavors."

The cereal category continues to build momentum for General Mills as consumers increasingly embrace cereals that show up in culture beyond the breakfast table.

Keep Your Morning Moving with Three New Dunkin'-Inspired Flavors
Bringing the flavors of your daily Dunkin' run to the cereal bowl, each spoonful of these new cereal mashups will make you glad you didn't hit snooze.

Cinnamon Toast Crunch x Dunkin'® Cinnamon Caramel Latte takes the CINNADUST™-covered squares fans know and love and pairs them with sweet caramel and creamy latte notes for a delicious fusion with its signature cinnamon flavor.

Reese's Puffs **x Dunkin'® Peanut Butter Mocha** turns the classic chocolate-and-peanut-butter combination into a mocha latte-inspired experience, creating a bold new take on the cereal favorite.

Golden Grahams x Dunkin'® Vanilla Graham Latte combines crispy honey graham squares with smooth vanilla latte-inspired flavor for a sweet spin on the classic cereal.



“We know our fans can't get enough of their go-to Dunkin' order, which is why we're always looking for new ways to bring those flavors into unexpected moments," said Brian Gilbert, Vice President of Retail Business Development, Inspire Brands. “As the largest coffee and donuts brand in the United States, we're always looking to meet fans wherever they are. Partnering with General Mills allows us to bring the flavors of some fan-favorite Dunkin' beverages beyond the cup and into the cereal bowl, for a fun new way to enjoy a little Dunkin' at home."

Find the New Cereals This December
The three limited-time cereals will begin hitting shelves nationwide in December. Cinnamon Toast Crunch x Dunkin'® Cinnamon Caramel Latte and *Reese's Puffs* x Dunkin'® Peanut Butter Mocha will be available at retailers nationwide, while Golden Grahams x Dunkin'® Vanilla Graham Latte will be available exclusively at Walmart.

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*Coffee-inspired flavors only. The cereals do not contain coffee or caffeine.

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About General Mills
General Mills makes food the world loves. The company is guided by its Accelerate strategy to boldly build its brands, relentlessly innovate, unleash its scale and stand for good. Its portfolio of beloved brands includes household names like Cheerios, Nature Valley, Blue Buffalo, Häagen-Dazs, Old El Paso, Pillsbury, Betty Crocker, Totino's, Annie's, Wanchai Ferry and more. General Mills generated fiscal 2026 net sales of U.S. $18 billion. In addition, the company's share of non-consolidated joint venture net sales totaled U.S. $1 billion.

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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