Doomsday has arrived, and even Super Heroes run on Dunkin'® as an Epic New Campaign Arrives Nationwide

Channing Tatum appears as Gambit alongside H.E.R.B.I.E. in a new spot that fuels the countdown to "Avengers: Doomsday"

Plus, four Doomsday-themed Dunkin' restaurant takeovers bring the Avengers, X-Men, Fantastic Four and Doctor Doom to Los Angeles, New York, Chicago and Boston

BOSTON (Nov. 4, 2026) - Dunkin' is bringing the excitement of Marvel Studios' "Avengers: Doomsday", in theaters December 18, beyond the big screen with a new campaign starring Channing Tatum as Gambit.

The experience extends beyond the campaign with immersive restaurant transformations, a character-inspired menu and limited-edition collectibles.

Channing Tatum Returns as Gambit

Before facing an unprecedented threat, even Gambit needs a Dunkin' run. To celebrate the nationwide launch, Dunkin' is debuting "*MUNCHKIN Incursion*," a new commercial featuring Channing Tatum reprising his role as Gambit alongside H.E.R.B.I.E., the Fantastic Four's beloved robotic companion.

As the pair prepare for what lies ahead, Gambit reaches for an Iced Captain'ccino while H.E.R.B.I.E. arrives with Doomsday and Avenging MUNCHKINS® Donut Hole Treats. But when worlds begin to collide, their routine doughnut break becomes anything but ordinary.

"Marvel fans have a deep connection to these characters and stories, and collaborating with Marvel Studios 'Avengers: Doomsday' has allowed us to bring that excitement into the everyday Dunkin' experience," said Jill Nelson, chief marketing officer at Dunkin'. "Whether guests are discovering the campaign, visiting one of our transformed restaurants or exploring the menu and collectibles, there's a fun way for every fan to join the action."



Four Cities. Four Worlds. One Epic Takeover.

Beginning Nov. 17, four Dunkin' restaurants will transform into immersive destinations, each bringing a distinct corner of the Marvel Cinematic Universe to life:

- **Los Angeles (Nov. 17):** A Fantastic Four-themed restaurant at 6201 Hollywood Blvd. celebrating Marvel's First Family.
- **Chicago (Nov. 17):** An X-Men-themed experience at 10 West Chicago Ave. celebrating the legendary mutant team.
- **New York City (Nov. 18):** An Avengers-inspired takeover at 102 8th Ave. honoring Earth's Mightiest Heroes.
- **Boston (Nov. 18):** A Doctor Doom takeover at 209 N Harvard St. in Allston, bringing one of Marvel's most iconic villains to Dunkin'.

The transformed locations will remain in place through early December, giving fans the opportunity to experience the worlds of Marvel's heroes and villains during their next Dunkin' visit.

"Marvel Studios' 'Avengers: Doomsday' brings heroes from across three universes together as they face an unthinkable threat," said Holly Frank, Vice President of Global Partnerships, Marvel Studios. "Dunkin' plays on these high stakes in a fun spot with Gambit and Herbie and experiential activations that invite fans to engage with the film through unexpected moments both inside and beyond its restaurants."

The Avengers: Doomsday Menu and Collectible Have Arrived

The Dunkin' “Avengers: Doomsday" lineup is available now at participating restaurants nationwide, featuring beverages, treats and limited-edition collectibles inspired by the film's heroes and villains. Fans can choose their allegiance with menu items and merch inspired by some of Marvel's most iconic characters:



- **Superpowered Sips**
  - **Iced Captain'ccino**: Espresso, caramel flavor and coffee milk, lightly blended and served over ice for a bold, frothy sip worthy of any hero.
  - **Clobbered Cloud Latte**: Espresso, whole milk and toasted white chocolate flavor topped with Cookie Butter Cold Foam and crumbles inspired by The Thing's rocky exterior.
  - **Wakandan Daydream Refresher**: Berry Clementine Refresher, raspberry flavor and oatmilk topped with Purple Marshmallow Cold Foam for a bright, creamy sip inspired by Black Panther.
  - **Optic Blast Lemonade**: Sweet-tart lemonade charged with blue raspberry flavor and inspired by Cyclops.
  - **Doom's Orders Energy**: Green Apple Dunkin' Zero, sparkling water and Purple Marshmallow Cold Foam create a sweet, tart and fizzy sip inspired by Doctor Doom.
  - **Doom Cloud Latte**: Espresso, whole milk, mocha swirl and vanilla flavors topped with Sweet Cold Foam and cocoa powder. Dark, velvety and Doom-worthy.

- **Heroic Treats**
  - **Doomsday Donut**: The fan-favorite Brownie Batter Donut returns with chocolate icing and green and chocolate sprinkles inspired by Doctor Doom.
  - **Avenging Donut**: A cotton candy-filled donut topped with vanilla-flavored icing and red, yellow and blue sprinkles representing the Avengers, X-Men and Fantastic Four.
  - **Doomsday & Avenging MUNCHKINS® Donut Hole Treats**: Glazed Chocolate and Buttermilk MUNCHKINS® receive villain- and hero-inspired treatments for two bite-sized sides of the ultimate event.

- **Collectibles Worth Assembling**
  - **Doctor Doom 25-Count MUNCHKINS® Tin** ($14.99): Inspired by Doom's iconic mask and green hood, the collectible tin is available with any 25-count MUNCHKINS® purchase, while supplies last.
  - ***Avengers: Doomsday*-Themed Tumblers** ($24.99): Designs inspired by Doctor Doom, the Avengers, X-Men and Fantastic Four.
  - ***Avengers: Doomsday*-Themed Color-Changing Mug** ($14.99): A black mug that transforms to reveal film and Dunkin' branding with character-inspired icons.
  - ***Avengers: Doomsday*-Themed Glove Cup Sleeves** ($19.99): Collectible designs inspired by Doctor Doom, Black Panther, Mister Fantastic and Captain America.
  - ***Avengers: Doomsday*-Themed Character Cup Sleeves** ($8.99): Artwork inspired by Doctor Doom, the Avengers, X-Men and Fantastic Four.



From character-inspired beverages and collectibles to immersive restaurant experiences, Dunkin' is giving Marvel fans new ways to fuel up for Doomsday before it hits theaters this December.

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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 Marvel Studios' “Avengers: Doomsday"
In Marvel Studios' “Avengers: Doomsday," beloved heroes from three distinct universes will be set on a deadly collision course and face an existential threat unlike anything they've ever encountered. The film, which is directed by Anthony and Joe Russo and written by Stephen McFeely and Michael Waldon, is produced by Kevin Feige, Louis D'Esposito and Jonathan Schwartz, stars Robert Downey Jr., Chris Evans, Chris Hemsworth, Pedro Pascal, Paul Rudd, Anthony Mackie, Florence Pugh, Vanessa Kirby, Ebon Moss-Bachrach, Wyatt Russell, Channing Tatum, Simu Liu, Ian McKellen, Hayley Atwell, Tom Hiddleston, James Marsden, Patrick Stewart, Joseph Quinn, Sebastian Stan, David Harbour, Letitia Wright, Lewis Pullman, Kelsey Grammer, Kathryn Newton, Danny Ramirez, Winston Duke, Alan Cumming, Hannah John-Kamen, Rebecca Romijn, Alex Livinalli, Mabel Cadena, with Tenoch Huerta Mejia. “Avengers: Doomsday" releases in theaters December 18, 2026.

FAQ:
Who stars in Dunkin's new Marvel Studios' “Avengers: Doomsday" spot?
Dunkin's new spot stars Channing Tatum as Gambit alongside H.E.R.B.I.E., the Fantastic Four's robotic companion. The playful exchange features Gambit enjoying Dunkin' beverages while H.E.R.B.I.E. brings MUNCHKINS® Donut Hole Treats.

Where are Dunkin's Marvel Studios' “Avengers: Doomsday" restaurant takeovers happening?
Dunkin' is transforming four restaurants across the country, each inspired by a different Marvel character or team. The Fantastic Four-themed Los Angeles and X-Men-themed Chicago locations debut Nov. 17, followed by the Avengers-themed New York and Doctor Doom-themed Boston locations on Nov. 18. All four transformations will remain in place through the first week of December.

When is Dunkin's Marvel Studios' “Avengers: Doomsday" menu available nationwide?
Dunkin's limited-time “Avengers: Doomsday" menu is available beginning Nov. 4 at participating restaurants nationwide. The lineup includes six character-inspired beverages, specialty donuts and MUNCHKINS® Donut Hole Treats.

What Marvel Studios' “Avengers: Doomsday" collectibles are available at Dunkin'?
Dunkin's limited-edition collection includes the Doctor Doom 25-Count MUNCHKINS® Tin, themed tumblers, a color-changing mug, glove cup sleeves and character cup sleeves. Collectibles are available beginning Nov. 4 at participating Dunkin' restaurants, while supplies last.