Dunkin’® Brings the Donutcracker to Life for Black Friday, Sweetening the Season with Free Donut Fridays and Exclusive Merch

Dunkin' brings its 2026 holiday packaging designs to life for the first time with a 15-foot Donutcracker in Steubenville, Ohio

The Donutcracker ushers in the return of Free Donut Fridays and inspires a limited-edition merch collection just in time for holiday gifting

BOSTON (Nov. 24, 2026) - This Black Friday, Dunkin' is bringing its holiday packaging designs to life as the **Donutcracker** steps off Dunkin's cups, donut boxes and MUNCHKINS® boxes and into the real world for the first time, spreading holiday cheer across the country. The Donutcracker will usher in the return of **Free Donut Fridays**, make a larger-than-life debut in Steubenville, Ohio, and inspire a limited-edition merch collection, giving guests new ways to celebrate with the character all season long. Beginning Nov. 27, **Dunkin' Rewards® members can enjoy a free Classic Donut** with any beverage purchase* every Friday through Dec. 11.

Nutcracker Country, Meet the Donutcracker

There is no better place for the Donutcracker's real-world debut than Steubenville, Ohio, home to the world's largest collection of life-size nutcrackers. Beginning Nov. 27, Dunkin' is bringing the character to life with a 15-foot-tall Donutcracker installation at **Historic Fort Steuben's Christmas at the Fort** celebration.

Beginning Friday, Nov. 27, the Donutcracker will join more than 200 life-size nutcrackers at the holiday attraction, offering visitors a larger-than-life holiday photo moment. The celebration continues at the Dunkin' at 1987 Sunset Blvd., where guests can find limited-edition Donutcracker merch available exclusively in Steubenville, while supplies last.



Take the Donutcracker Home

For those who want to bring the Donutcracker home this holiday season, Dunkin' is turning the character from this year's holiday packaging into a limited-edition collection of giftable merch.

Available beginning Friday, Nov. 27, at noon ET on DunkinRunsOnMerch.com while supplies last, the collection includes:

- **Donutcracker Tote ($50)**: A white tote with Dunkin' pink accents and the Donutcracker and friends embroidered on the front.

- **Donutcracker Dad Hat ($28)**: A beige dad hat with the Donutcracker and friends embroidered on the front.
- **Donutcracker Acrylic Ornament ($18)** - An acrylic Donutcracker ornament with a gold embossed Dunkin' tag.



Beginning early December at participating Dunkin' restaurants nationwide, guests can purchase festive collectibles including tumblers, ornaments and mugs. Prices range from $12.99 to $34.99, while supplies last.

Fridays Just Got Sweeter

The Donutcracker is making the season sweeter in more ways than one. Beginning Nov. 27, he's also ushering in the return of Free Donut Fridays. **Dunkin' Rewards® members can enjoy a free Classic Donut** with any beverage* every Friday through Dec. 11 at participating locations. That's three straight Fridays of free donuts, on Dunkin', to make holiday runs a little sweeter.



To stay up to date on Dunkin's latest holiday 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 11/27, 12/4 and 12/11. Limit one free classic donut with drink purchase per member per Friday during the promotion. Excludes fancies and specialty donuts. Free classic donut and qualifying drink purchase must be added to the same order. Offer valid at participating U.S. 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. Cannot be combined with any other offer, promotion or coupon. Qualifying drink purchase cannot be part of Meal Deal. 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.

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FAQ:

What is the Donutcracker?

The Donutcracker is Dunkin's playful take on the classic holiday nutcracker and the star of the brand's 2026 holiday cups and packaging.

Why is Dunkin' bringing the Donutcracker to life?
Dunkin' is extending the Donutcracker beyond its holiday cups and packaging with a larger-than-life installation in Steubenville, Ohio.

When and where can guests visit the Donutcracker?
Beginning Friday, Nov. 27, guests can visit the giant Donutcracker at Historic Fort Steuben's Christmas at the Fort in Steubenville, Ohio, and take a photo with the installation.

When and where can guests participate in Free Donut Friday?
Beginning Black Friday, Nov. 27, Dunkin' Rewards® members can get a free classic donut with any beverage purchase every Friday through Dec. 11 at participating Dunkin' locations.

When and where can guests shop the Donutcracker merchandise?
The limited-edition Donutcracker merchandise collection will be available beginning Friday, Nov. 27, at noon ET on DunkinRunsOnMerch.com, while supplies last.

What items are included in the Donutcracker merchandise collection?
The collection includes the Donutcracker Tote, Dad Hat and Ornament.