



## Dunkin' Donuts History

The story of Dunkin' Donuts began in 1948 with a donut and coffee restaurant in Quincy, Massachusetts called "Open Kettle." Founder William Rosenberg served donuts for five cents and premium cups of coffee for ten cents. After a brainstorming session with his executives, Rosenberg renamed his restaurant "Dunkin' Donuts" in 1950. His goal was to, "make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well-merchandised stores," a philosophy which still holds true today.



In 1955, the first Dunkin' Donuts franchise opened, and in just 10 years, the number of restaurants had grown to over 100 shops. It was after reaching this milestone that, in 1972, Dunkin' Donuts introduced its iconic Munchkins® donut hole treats. In the years since, Dunkin' Donuts has expanded its menu to include a wide variety of food and beverage options to keep guests running all day.

Dunkin' Donuts coffee is available in a variety of delicious flavors, including classics like Hazelnut and French Vanilla, as well as seasonal flavors including the ever-popular Pumpkin. According to Brand Keys, Dunkin' Donuts has maintained the #1 spot in customer loyalty in the coffee for 10 years running. In addition to coffee and espresso, Dunkin' serves a host of other beverages such as hot chocolate, iced tea, Coolatta® frozen drinks and smoothies. The all-day food options feature innovative menu items like the Big N' Toasted™, alongside a number of other breakfast sandwiches and bakery products. More recent additions to the menu include Rainforest Alliance Certified™ Dark Roast coffee, Cold Brew and the Macchiato, as well as the Croissant Donut platform.

Dunkin' Donuts has also become a leader in digital innovation. The Dunkin' Mobile® App allows guests to pay right from the app with their virtual Dunkin' Donuts Card. The App also lets guests browse the menu, locate the nearest Dunkin' Donuts restaurant, access their DD Perks® account to find mobile coupons and offers, and more. In 2016, Dunkin' introduced On-the-Go Ordering, which allows DD Perks members place a mobile order up to 24 hours in advance, select their desired location, and then pick up their order inside a Dunkin' Donuts restaurant, or at the drive-thru.

Since 1950, the number of Dunkin' Donuts restaurants has increased to more than 12,000 worldwide, with locations in 45 countries. The company serves approximately 1.9 billion cups of hot and iced coffee every year, with standards for coffee excellence that are among the best in the industry. Over the long-term, the company plans to more than double its U.S. presence, which will put the total number of restaurants above 17,000.