



## **Dunkin' Donuts Brand Milestones**

- 1946** Bill Rosenberg invests \$5,000, forms Industrial Luncheon Services.
- 1948** Bill Rosenberg opens donut restaurant "Open Kettle" on Southern Artery in Quincy, Massachusetts.
- 1950** "Open Kettle" name changed to Dunkin' Donuts.
- 1955** First franchise agreement signed and executed in Worcester, Massachusetts.
- 1960** Bill Rosenberg becomes one of the founders of the International Franchising Association (IFA).
- 1963** 100<sup>th</sup> Dunkin' Donuts restaurant opens.
- 1966** Dunkin' Donuts University (DDU) is created.
- 1970** First overseas Dunkin' Donuts restaurant opens in Japan.
- 1972** Munchkins® donut hole treats are introduced.
- 1978** Dunkin' Donuts introduces freshly baked muffins.  
First network TV commercials are aired.
- 1979** 1,000<sup>th</sup> U.S. Dunkin' Donuts restaurant opens.
- 1980** Largest Dunkin' Donuts restaurant in the world opens in Bangkok, Thailand with seating for 130.
- 1982** Fred the Baker, TIME TO MAKE THE DONUTS®, advertising campaign begins.
- 1990** Allied Domecq PLC purchases Dunkin' Donuts.  
2,000<sup>th</sup> U.S. Dunkin' Donuts opens.
- 1992** 3,000<sup>th</sup> U.S. Dunkin' Donuts opens.
- 1995** 1,000<sup>th</sup> international Dunkin' Donuts restaurant opens in Thailand.  
Hazelnut and French Vanilla coffees are introduced as companions to Dunkin' Donuts' famous original blend.
- 1996** Dunkin' Donuts introduces freshly baked bagels.
- 1997** Dunkin' Donuts revolutionizes the summer beverage category with the introduction of Coffee Coolatta® slush drinks.  
Dunkin' Donuts introduces breakfast sandwiches.

- 1999** In March, Dunkin' Donuts celebrates its eight billionth cup of coffee sold since opening its doors in 1950.
- 2000** Dunkin' Donuts opens its 5,000<sup>th</sup> worldwide restaurant in Bali, Indonesia.
- Dunkin' Donuts celebrates its 50<sup>th</sup> anniversary.
- Dunkin' Donuts introduces hot chocolate and the Dunkaccino®.
- 2003** Dunkin' Donuts launches an espresso revolution with a new line of espressos, lattes and cappuccinos.
- 2004** Dunkin' Donuts moves its headquarters to Canton, Massachusetts.
- 2005** Dunkin' Donuts introduces nine sugar-free flavors of iced coffee.
- Dunkin' Donuts unveils a new prototype restaurant design in Pawtucket, Rhode Island — a glimpse into the future look and feel of the brand. The contemporary design includes retro elements inspired by the very first restaurant built in 1950.
- 2006** Dunkin' Brands, parent company of Dunkin' Donuts, is acquired from Pernod Ricard by a consortium of private equity firms: Bain Capital, The Carlyle Group and Thomas H. Lee Partners.
- Dunkin' Donuts launches the “America Runs on Dunkin'” marketing campaign.
- Dunkin' Donuts and JetBlue Airways announce partnership.
- Dunkin' Donuts Original Blend Coffee and Dunkin' Decaf® become the official JetBlue in-flight coffee.
- Dunkin' Brands, together with its franchisees, establishes The Dunkin' Donuts & Baskin-Robbins Community Foundation to address critical hunger, children's health and safety needs in local communities.
- 2007** Dunkin' Donuts partners with Procter & Gamble to launch Dunkin' Donuts coffee at retail outlets, including supermarkets and club stores.
- Dunkin' Donuts opens its first restaurant in Taiwan, representing the first step in its China expansion strategy.
- Dunkin' Donuts announces partnerships with Hess Corporation and Sara Lee Corporation, bringing Dunkin' Donuts coffee to new, nontraditional foodservice locations.
- 2008** Dunkin' Donuts launches its all-day oven-toasted menu, featuring flatbread sandwiches and hash browns.
- Dunkin' Donuts first Leadership in Energy and Environmental Design (LEED) certified restaurant opens in St. Petersburg, Fla.
- Dunkin' Donuts' 500<sup>th</sup> Korean restaurant opens.
- Dunkin' Donuts opens its first restaurant in Mainland China.

Dunkin' Donuts launches DDSMART® menu, a line of better-for-you products.

**2009**

Dunkin' Donuts named BrandWeek Magazine "Marketer of the Year."

Dunkin' Donuts opens its first restaurants in Guangdong Region of China.

Dunkin' Donuts becomes the official coffee of the Dallas Cowboys and Cowboys Stadium.

Excitement brews in the Caribbean as Dunkin' Donuts opens its first restaurant in the Bahamas.

**2010**

Dunkin' Donuts celebrates its 60<sup>th</sup> anniversary.

Dunkin' Donuts introduces Bagel Twists.

Dunkin' Donuts announces entry into Russian market.

The Culinary Institute of America (CIA) and Dunkin' Donuts dedicate the first Dunkin' Donuts Bakeshop, located on the CIA campus in San Antonio.

**2011:**

Dunkin' Donuts announces entry into India, with the first restaurant to open in 2012.

Dunkin' Donuts opens its 3,000<sup>th</sup> international restaurant.

Dunkin' Brands, the parent company of Dunkin' Donuts and Baskin-Robbins, completes initial public offering and becomes a publicly traded company under the ticker symbol, DNKN, on the Nasdaq.

Dunkin' K-Cup® pods are made available exclusively at U.S. Dunkin' Donuts restaurants.

Dunkin' Donuts celebrates the opening of its 10,000<sup>th</sup> restaurant worldwide.

**2012:**

Dunkin' Donuts celebrates the opening of its first restaurants in India and Guatemala.

**2013:**

Dunkin' Donuts launches the Dunkin' Mobile® App.

Dunkin' Donuts opens first restaurant in the United Kingdom.

**2014:**

Dunkin' Donuts announces entry into Austria, Brazil and Sweden.

Dunkin' Donuts launches DD Perks® Rewards Program.

Dunkin' Donuts enters global marketing partnership with Liverpool Football Club.

Dunkin' Donuts launches a new Rainforest Alliance Certified™ Dark Roast Coffee.

Through a partnership with Blue Diamond Growers, Dunkin' Donuts select Dunkin' Donuts restaurants nationwide offer Vanilla Almond Breeze Almondmilk

as a non-dairy alternative to milk and cream for guests to add to their hot or iced coffee and lattes.

**2015:** Dunkin' Donuts announces entry into Mexico, Switzerland and Poland.

Dunkin' Brands, The J.M. Smucker Company and Keurig expand partnership to make Dunkin' K-Cup® pods available at retail outlets nationwide and online.

Dunkin' Donuts unveils plans to introduce new blended beverage platform.

Macchiato is on the menu as an expansion of Dunkin' Donuts' espresso beverage lineup. Available hot or iced, Dunkin' Donuts' Macchiato is a handcrafted, layered espresso beverage made with steamed milk and topped with a double shot of Dunkin' Donuts' rich, freshly-brewed espresso.

Dunkin' Donuts skates in as the first official corporate sponsor of the National Women's Hockey League (NWHL.) Dunkin Donuts is the official coffee and quick service restaurant of the NWHL.

**2016:** Dunkin' Donuts opens its 12,000<sup>th</sup> location in Riverside, California.

Dunkin' Donuts launches Cold Brew coffee nationwide. The longer brewing process of Dunkin' Donuts Cold Brew provides a rich, smooth coffee with an inherently sweeter flavor reminiscent of dark chocolate.

Dunkin' Donuts opens its 100<sup>th</sup> DD Green™ Achievement restaurant in Foothill Ranch, California.

Dunkin' Donuts launches On-the-Go Ordering in the Dunkin' Mobile App, allowing guests to place their order ahead of time through the app and speed past the line in-store to pick up their favorite menu items.

The Dunkin' Donuts & Baskin-Robbins Community Foundation is rebranded as the Joy in Childhood Foundation, with the mission of providing the simple joys of childhood to sick and hungry kids.

Dunkin' Donuts launches a new lineup of Premium Hot Teas. The lineup of high-quality full leaf teas and herbal infusions are served in pyramid tea sachets and deliver a stronger cup of tea and a more full bodied tea drinking experience.

Dunkin' Donuts announces entry into the Netherlands.

**2017:** Dunkin' Donuts becomes the official U.S. coffee, donut and breakfast sandwich of the NHL®.

Hot Americano joins Dunkin' Donuts' lineup of premium, high quality craft coffees and espressos.

Dunkin' Donuts and Coca-Cola launch a lineup of Dunkin' Donuts branded ready-to-drink (RTD) bottled iced coffee beverages.

Dunkin' Donuts and Baskin-Robbins announce plans to eliminate synthetic colors from its food and beverages and replace the ingredients with naturally sourced colorings in the U.S. by the end of 2018.

Dunkin' Donuts becomes the first partner for Waze's "Order Ahead" feature, which lets Wazers save time in line by submitting orders in the Dunkin' Donuts Mobile App.

Dunkin' Donuts Original Blend and Dunkin' Decaf hot coffee varieties are made available on board Amtrak *Acela Express* high-speed trains throughout the Northeast Corridor.

Frozen Dunkin' Coffee is introduced to Dunkin' Donuts' coffee lineup. Crafted to deliver the authentic taste of Dunkin' Donuts' Original Blend coffee, Frozen Dunkin' Coffee is made with a special extract featuring 100% Arabica coffee to bring forward the signature flavor of the brand's premium coffee, blended with ice and dairy for a rich, sweet and creamy beverage.