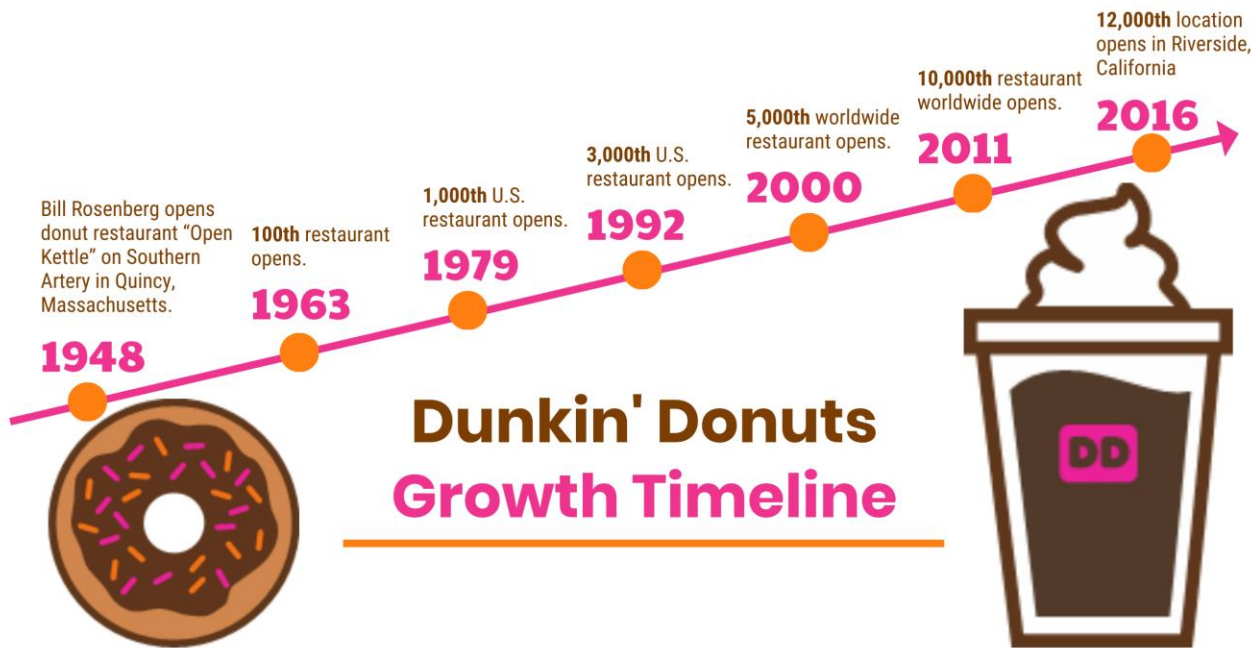




# Brand Milestones



1946	<ul style="list-style-type: none"> <li>Bill Rosenberg invests \$5,000, forms Industrial Luncheon Services</li> </ul>
1948	<ul style="list-style-type: none"> <li>Bill Rosenberg opens donut restaurant "Open Kettle" on Southern Artery in Quincy, Massachusetts</li> </ul>
1950	<ul style="list-style-type: none"> <li>"Open Kettle" name changed to Dunkin' Donuts</li> </ul>
1955	<ul style="list-style-type: none"> <li>First franchise agreement signed and executed in Worcester, Massachusetts</li> </ul>
1960	<ul style="list-style-type: none"> <li>Bill Rosenberg becomes one of the founders of the International Franchising Association (IFA)</li> </ul>
1963	<ul style="list-style-type: none"> <li>100th Dunkin' Donuts restaurant opens</li> </ul>
1966	<ul style="list-style-type: none"> <li>Dunkin' Donuts University (DDU) is created</li> </ul>
1970	<ul style="list-style-type: none"> <li>First overseas Dunkin' Donuts restaurant opens in Japan</li> </ul>
1972	<ul style="list-style-type: none"> <li>Munchkins® donut hole treats are introduced</li> </ul>
1978	<ul style="list-style-type: none"> <li>Dunkin' Donuts introduces freshly baked muffins</li> <li>First network TV commercials are aired</li> </ul>

1979	<ul style="list-style-type: none"> <li>• 1,000th U.S. Dunkin' Donuts restaurant opens</li> </ul>
1982	<ul style="list-style-type: none"> <li>• Fred the Baker, TIME TO MAKE THE DONUTS®, advertising campaign begins</li> </ul>
1990	<ul style="list-style-type: none"> <li>• Allied Domecq PLC purchases Dunkin' Donuts</li> <li>• 2,000th U.S. Dunkin' Donuts opens</li> </ul>
1992	<ul style="list-style-type: none"> <li>• 3,000th U.S. Dunkin' Donuts opens</li> </ul>
1995	<ul style="list-style-type: none"> <li>• 1,000th international Dunkin' Donuts restaurant opens in Thailand</li> <li>• Hazelnut and French Vanilla coffees are introduced as companions to Dunkin' Donuts' famous original blend</li> </ul>
1996	<ul style="list-style-type: none"> <li>• Dunkin' Donuts introduces freshly baked bagels</li> </ul>
1997	<ul style="list-style-type: none"> <li>• Dunkin' Donuts revolutionizes the summer beverage category with the introduction of Coffee Coolatta® slush drinks</li> <li>• Dunkin' Donuts introduces breakfast sandwiches</li> </ul>
1999	<ul style="list-style-type: none"> <li>• In March, Dunkin' Donuts celebrates its eight billionth cup of coffee sold since opening its doors in 1950</li> </ul>
2000	<ul style="list-style-type: none"> <li>• Dunkin' Donuts opens its 5,000th worldwide restaurant in Bali, Indonesia</li> <li>• Dunkin' Donuts celebrates its 50th anniversary</li> <li>• Dunkin' Donuts introduces hot chocolate and the Dunkaccino®</li> </ul>
2003	<ul style="list-style-type: none"> <li>• Dunkin' Donuts launches an espresso revolution with a new line of espressos, lattes and cappuccinos</li> </ul>
2004	<ul style="list-style-type: none"> <li>• Dunkin' Donuts moves its headquarters to Canton, Massachusetts</li> </ul>
2005	<ul style="list-style-type: none"> <li>• Dunkin' Donuts introduces nine sugar-free flavors of iced coffee</li> </ul>
2006	<ul style="list-style-type: none"> <li>• 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</li> <li>• Dunkin' Donuts launches the "America Runs on Dunkin'" marketing campaign</li> <li>• Dunkin' Donuts and JetBlue Airways announce partnership</li> <li>• Dunkin' Brands, together with its franchisees, establishes The Dunkin' Donuts &amp; Baskin-Robbins Community Foundation to address critical hunger, children's health and safety needs in local communities</li> </ul>
2007	<ul style="list-style-type: none"> <li>• Dunkin' Donuts partners with Procter &amp; Gamble to launch Dunkin' Donuts coffee at retail outlets, including supermarkets and club stores</li> <li>•</li> </ul>

2008	<ul style="list-style-type: none"> <li>• Dunkin' Donuts first Leadership in Energy and Environmental Design (LEED) certified restaurant opens in St. Petersburg, Fla</li> <li>• Dunkin' Donuts' 500th Korean restaurant opens</li> <li>• Dunkin' Donuts opens its first restaurant in Mainland China</li> <li>• Dunkin' Donuts launches DDSMART® menu, a line of better-for-you products</li> </ul>
2009	<ul style="list-style-type: none"> <li>• Excitement brews in the Caribbean as Dunkin' Donuts opens its first restaurant in the Bahamas.</li> </ul>
2010	<ul style="list-style-type: none"> <li>• Dunkin' Donuts celebrates its 60th anniversary</li> <li>• Dunkin' Donuts announces entry into Russian market</li> <li>• </li> </ul>
2011	<ul style="list-style-type: none"> <li>• Dunkin' Donuts announces entry into India, with the first restaurant to open in 2012</li> <li>• 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</li> <li>• Dunkin' K-Cup® pods are made available exclusively at U.S. Dunkin' Donuts restaurants</li> <li>• Dunkin' Donuts celebrates the opening of its 10,000th restaurant worldwide.</li> </ul>
2012	<ul style="list-style-type: none"> <li>• Dunkin' Donuts celebrates the opening of its first restaurants in India and Guatemala</li> </ul>
2013	<ul style="list-style-type: none"> <li>• Dunkin' Donuts launches the Dunkin' Mobile® App</li> <li>• Dunkin' Donuts opens first restaurant in the United Kingdom</li> </ul>
2014	<ul style="list-style-type: none"> <li>• Dunkin' Donuts launches DD Perks® Rewards Program</li> <li>• Dunkin' Donuts launches new Rainforest Alliance Certified™ Dark Roast Coffee</li> <li>• 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.</li> </ul>

2015

- Dunkin' Brands, The J.M. Smucker Company and Keurig expand partnership to make Dunkin' K-Cup® pods available at retail outlets nationwide and online
- Macchiato is on the menu as an expansion of Dunkin' Donuts' espresso beverage lineup.
- 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 12,000th location in Riverside, California
- Dunkin' Donuts launches Cold Brew coffee nationwide
- Dunkin' Donuts opens its 100th DD Green™ Achievement restaurant in Foothill Ranch, California
- Dunkin' Donuts launches On-the-Go Mobile Ordering in the Dunkin' Mobile App, allowing guests to place their order ahead of time through the app and skip the wait 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.
- 

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 Original Blend and Dunkin' Decaf hot coffee varieties are made available on board Amtrak Acela Express high-speed trains throughout the Northeast Corridor, as well as Amtrak Northeast Regional trains
- Frozen Dunkin' Coffee is introduced to Dunkin' Donuts' coffee lineup.

2018

- As part of its pledge to eliminate synthetic dyes from all of its food and beverages, donuts sold at Dunkin' Donuts restaurants nationwide are now made using naturally sourced colorings
- In Quincy, MA, Dunkin' Donuts unveils the first iteration of the brand's U.S. store of the future, featuring a modern atmosphere and new and innovative in-store technologies and design elements -- including the first drive-thru exclusively for mobile ordering -- to make running on Dunkin' faster and more convenient than ever before.
- As part of its commitment to serve both people and the planet responsibly, Dunkin' Donuts announced plans to eliminate all polystyrene foam cups in its global supply chain beginning in spring 2018, with a targeted completion date of 2020. In U.S. restaurants, Dunkin' Donuts will replace the foam cup with a new, double-walled paper cup.