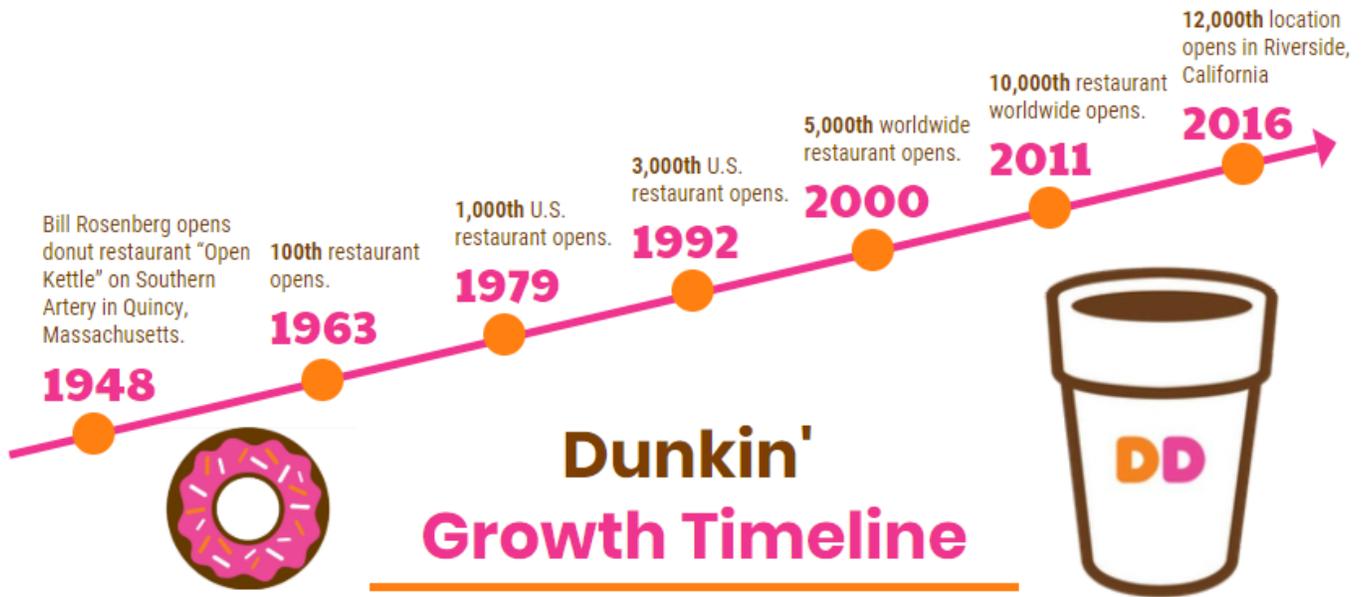




Brand Milestones



1946	<ul style="list-style-type: none"> Bill Rosenberg invests \$5,000, forms Industrial Luncheon Services
1948	<ul style="list-style-type: none"> Bill Rosenberg opens donut restaurant "Open Kettle" on Southern Artery in Quincy, Massachusetts
1950	<ul style="list-style-type: none"> "Open Kettle" name changed to Dunkin'
1955	<ul style="list-style-type: none"> First franchise agreement signed and executed in Worcester, Massachusetts
1960	<ul style="list-style-type: none"> Bill Rosenberg becomes one of the founders of the International Franchising Association (IFA)
1963	<ul style="list-style-type: none"> 100th Dunkin' restaurant opens
1966	<ul style="list-style-type: none"> Dunkin' University (DDU) is created
1970	<ul style="list-style-type: none"> First overseas Dunkin' restaurant opens in Japan
1972	<ul style="list-style-type: none"> Munchkins® donut hole treats are introduced
1978	<ul style="list-style-type: none"> Dunkin' introduces freshly baked muffins First network TV commercials are aired
1979	<ul style="list-style-type: none"> 1,000th U.S. Dunkin' restaurant opens

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

2008	<ul style="list-style-type: none"> • Dunkin’s first Leadership in Energy and Environmental Design (LEED) certified restaurant opens in St. Petersburg, Fla • Dunkin’s 500th Korean restaurant opens • Dunkin’ opens its first restaurant in Mainland China • Dunkin’ launches DDSMART® menu, a line of better-for-you products
2009	<ul style="list-style-type: none"> • Excitement brews in the Caribbean as Dunkin’ opens its first restaurant in the Bahamas.
2010	<ul style="list-style-type: none"> • Dunkin’ celebrates its 60th anniversary • Dunkin’ announces entry into Russian market
2011	<ul style="list-style-type: none"> • Dunkin’ announces entry into India, with the first restaurant to open in 2012 • Dunkin’ Brands, the parent company of Dunkin’ 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’ restaurants • Dunkin’ celebrates the opening of its 10,000th restaurant worldwide.
2012	<ul style="list-style-type: none"> • Dunkin’ celebrates the opening of its first restaurants in India and Guatemala
2013	<ul style="list-style-type: none"> • Dunkin’ launches the Dunkin’ Mobile® App • Dunkin’ opens first restaurant in the United Kingdom
2014	<ul style="list-style-type: none"> • Dunkin’ launches DD Perks® Rewards Program • Dunkin’ launches new Rainforest Alliance Certified™ Dark Roast Coffee • Through a partnership with Blue Diamond Growers, Dunkin’ select Dunkin’ 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' 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' espresso beverage lineup.
- Dunkin' skates in as the first official corporate sponsor of the National Women's Hockey League (NWHL.) Dunkin' is the official coffee and quick service restaurant of the NWHL

2016

- Dunkin' opens its 12,000th location in Riverside, California
- Dunkin' launches Cold Brew coffee nationwide
- Dunkin' opens its 100th DD Green™ Achievement restaurant in Foothill Ranch, California
- Dunkin' 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' & 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' launches a new lineup of Premium Hot Teas.

2017

- Dunkin' becomes the official U.S. coffee, donut and breakfast sandwich of the NHL®
- Hot Americano joins Dunkin's lineup of premium, high quality craft coffees and espressos
- Dunkin' and Coca-Cola launch a lineup of Dunkin' branded ready-to-drink (RTD) bottled iced coffee beverages
- Dunkin' 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' 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' coffee lineup.

2018

- As part of its pledge to eliminate synthetic dyes from all of its food and beverages, donuts sold at Dunkin' restaurants nationwide are now made using naturally sourced colorings
- In Quincy, MA, Dunkin' 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' 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' will replace the foam cup with a new, double-walled paper cup.