



# Coffee Beverages

- Dunkin's coffee heritage goes back 69 years – something no other leading restaurant brand can match.
- Dunkin' sells approximately 2 billion cups of hot and iced coffee globally every year.
- According to The NPD Group / CREST®, Dunkin' is a leader in the hot and iced coffee categories in the United States.
- Dunkin' is distinguished for brewing a superior guest experience, earning a No. 1 ranking for customer loyalty in the coffee category by Brand Keys for 13 years running in the United States.
- Dunkin' uses 100 percent Arabica coffee beans sourced from Central and South America and has its own coffee specifications, which are recognized by the industry as a superior grade of coffee. Based on Dunkin' Quality (DDQ) specifications, coffee is milled and processed specifically for the company.
- There are over 25,000 ways to order your coffee at Dunkin'.
- Dunkin's variety of coffee flavors includes Mocha, Caramel, Blueberry, Cinnamon, Coconut, French Vanilla, Hazelnut, Raspberry and Toasted Almond, among others.
- All Dunkin' restaurants nationwide offer Vanilla Almond Breeze® Almondmilk as a non-dairy alternative for guests to add to their coffee.
- All Dunkin' hot and iced coffee beverages are freshly brewed throughout the day.
- Dunkin' uses a unique, proprietary coffee recipe that people love because it's a consistent, smooth, never bitter, rich tasting cup of coffee that they can get every day.
- Dunkin's popular Original Blend coffee is a smooth hot coffee beverage with a lively, balanced finish that appeals to a very diverse customer base. It reflects a traditional American taste which guests can enjoy on-the-go, any time of day.
- Dunkin' hot Original Blend coffee is freshly ground, freshly brewed and freshly served. If not used within 18 minutes, Dunkin' coffee is discarded and a new carafe is freshly brewed.



- Dunkin' delivers refreshing Iced Coffee to guests every day through a unique process called double brewing, using twice the amount of coffee when making the beverage so that it's never watered down, which achieves consistent flavor and freshness that are never compromised at the expense of serving it cold.
- Dunkin' Dark Roast is 30% Rainforest Alliance Certified™. It also uses a unique blending and roasting process to bring out key characteristics of different beans, creating a bold flavor and smooth finish without the bitterness typically associated with most dark roast coffees.
- In 2016, Dunkin' added Cold Brew to its lineup of specially crafted coffees and espressos. Cold Brew is a full-bodied, ultra-smooth cold coffee that has been steeped in small batches over an extended period of time.
- In 2017, Dunkin' introduced Frozen Dunkin' Coffee to its menu. Crafted to deliver the authentic taste of Dunkin's 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.
- Dunkin' Packaged Coffees are available at Dunkin' restaurants and retailers nationwide in a variety of flavors, including Original Blend, Original Blend Whole Bean, Decaf, Dark Roast, French Vanilla, and Hazelnut.



- Dunkin' Donuts' K-Cup® pods are sold at Dunkin' restaurants and in grocery retailers nationwide. They are also available for sale online at [DunkinDonuts.com](http://DunkinDonuts.com) and [Keurig.com](http://Keurig.com). Dunkin' Donuts K-Cup® pods are available in several varieties, including Original Blend, Dunkin' Decaf®, Dark Roast & French Vanilla. Hot Cocoa K-Cup® pods are sold at Dunkin' restaurants only.

- In partnership with Coca-Cola, Dunkin' launched a new lineup of Dunkin' branded bottled iced coffee beverages. This marks its entry into the growing ready-to-drink coffee category, and will bring Dunkin'

bottled coffee –to grocery stores, convenience stores and Dunkin' restaurants across the country.

## How Does Dunkin' Do It?

- Dunkin's Coffee Excellence team features some of the world's foremost experts on coffee, dedicated to helping Dunkin' brew the perfect cup for each and every guest every time they visit the store. Jim Cleaves, Manager, Coffee Excellence at Dunkin' Brands, is a licensed Q Grader, having passed the world's most rigorous coffee evaluations skills testing program. Ellen Rogers, also Manager, Coffee Excellence at Dunkin' Brands, is an International Coffee Expert in coffee tasting and analysis and a Coffee Quality Institute Board Trustee. Both are dedicated to assuring coffee excellence from tree to cup.



- Jim and Ellen work closely with H  l  ne Marsot, Senior Manager of Quality Assurance, a Coffee Expert and licensed Q Grader who has been in the coffee industry for more than 13 years. H  l  ne leads a team dedicated to quality assurance who regularly travel to roasteries and coffee farms throughout the world and taste as many as 300 cups of coffee each day in order to choose the highest quality coffee beans for Dunkin'.
- Like creating a fine wine, there are countless steps involved in producing coffee, and Dunkin' coffee experts travel around the globe to ensure consistent quality at each turn.
- Dunkin' sources its coffee from a number of countries in Central and South America, working closely with the coffee exporters and professionals in those countries to select the highest quality, 100% Arabica beans available.
- Dunkin's coffee beans are blended according to the brand's proprietary recipe from different origins as to enhance the complexity and flavor. The blend is then roasted causing the sugar in the bean to caramelize revealing the smooth, sweet flavor of our beans. Blending beans of different origins enhances the complexity of the flavor of the coffee.
- The beans are then roasted at one of our many roasting facilities in North America or around the world, depending on the final destination. Dunkin's Coffee Excellence team then conducts a "full sensory evaluation," of the roasted beans to ensure the coffee consistently meets our high quality DDQ standards.



- When it comes time to brew the coffee in our restaurants, every detail is carefully orchestrated, including the temperature and amount of water used, the timing and consistency of bean grinding, and the length of time the coffee is brewed. Throughout the day, our coffee is continually brewed to ensure every cup is served fresh.

## **DUNKIN' QUALITY**

Our Hot Coffee is made from 100% Arabica Beans, sourced from countries throughout Central & South America.

## **COMMITMENT TO COFFEE SUSTAINABILITY**

30% of Dunkin' Donuts Dark Roast Coffee comes from Rainforest Alliance Certified™ farms, reinforcing our commitment to coffee sustainability and the environment.

