



# Dunkin' History

The story of Dunkin' 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' 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' introduced its iconic MUNCHKINS® donut hole treats. In the years since, Dunkin' has expanded its menu to include a wide variety of food and beverage options to keep guests running all day.

Dunkin' 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' has maintained a #1 spot in customer loyalty in the coffee for 14 years running. In addition to its core hot and iced coffee, Dunkin' serves a host of other beverages such as Rainforest Alliance Certified™



espresso beverages, hot chocolate, premium hot tea, iced tea, and more.

The all-day food options feature innovative menu items like the Sweet Black Pepper Bacon Breakfast Sandwich, 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.

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

Since 1950, the number of Dunkin' restaurants has increased to more than 13,100 worldwide, with locations in 41 countries. The company serves approximately 2 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 grow its U.S. presence resulting in more than 18,000 restaurants.