



DUNKIN' DONUTS

PRESS KIT





Dunkin' Donuts, At-A-Glance

- Dunkin' Donuts is owned by Dunkin' Brands Group, Inc. (Nasdaq: DNKN), one of the world's leading franchisors of quick service restaurants. Dunkin' Brands is the parent company of both Dunkin' Donuts and Baskin-Robbins.
- Dunkin' Brands Group, Inc. is headquartered in Canton, Massachusetts.
- At the end of 2014, Dunkin' Brands Group, Inc. had franchisee-reported sales of approximately \$9.8 billion.
- Dunkin' Brands, the parent company of Dunkin' Donuts and Baskin-Robbins is one of the largest QSR (quick service restaurant) companies in the world with nearly 19,000 points of distribution in nearly 60 countries worldwide.
- Dunkin' Brands Group, Inc. has a nearly 100 percent franchised model.
- There are more than 11,400 Dunkin' Donuts restaurants in 39 countries worldwide.



Dunkin' Donuts Locations *(As of January 2015)*

Countries

Aruba
Austria
Bahamas
Bulgaria
Canada
Chile
China
Colombia
Ecuador
Germany
Georgia
Guatemala
Honduras
India
Indonesia
Korea
Kuwait
Lebanon
Luxembourg
Malaysia
New Zealand
Oman
Pakistan
Panama
Peru
Philippines
Qatar
Russia
Saudi Arabia
Singapore
Sweden
Spain
Thailand
United Arab Emirates
United Kingdom
United States
Vietnam



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U.S.

Alabama
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Mississippi
Missouri
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
Ohio
Oklahoma
Pennsylvania
Rhode Island
South Carolina
Tennessee
Texas
Utah
Vermont
Virginia
West Virginia
Wisconsin



Dunkin' Donuts 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** 100th 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** 1,000th 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.
2,000th U.S. Dunkin' Donuts opens.
- 1992** 3,000th U.S. Dunkin' Donuts opens.
- 1995** 1,000th 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 5,000th worldwide restaurant in Bali, Indonesia.
- Dunkin' Donuts celebrates its 50th 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' 500th 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 60th anniversary.

Dunkin' Donuts introduces Bagel Twists.

Dunkin' Donuts announces entry into Russian market.

Dunkin' Donuts unveils first-ever Times Square billboard.

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 launches new advertising campaign to celebrate the passion of its fans: "I'm Drinkin' Dunkin'!"

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

Dunkin' Donuts opens its 3,000th 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 enters multi-season sponsorship with ESPN's Monday Night Countdown.

Dunkin' Donuts celebrates the opening of its 10,000th 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 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

2015: Dunkin' Donuts announces entry in Mexico.

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.



Coffee Leadership

Dunkin' Donuts' coffee heritage goes back 65 years – something no other leading restaurant brand can match.

- Dunkin' Donuts sells more than 1.8 billion cups of hot and iced coffee globally every year.
- According to The NPD Group / CREST®, Dunkin' Donuts serves the most hot traditional and iced coffee in America.
- In the highly competitive U.S. coffee market, Dunkin' Donuts is distinguished for brewing a superior guest experience. For nine years running, Dunkin' Donuts has been recognized by the Brand Keys Customer Loyalty Engagement Index as number one in customer loyalty in the coffee category.
- Dunkin' Donuts coffee is freshly ground, freshly brewed and freshly served. If not used within 18 minutes, Dunkin' Donuts coffee is discarded and a new carafe is freshly brewed.
- Like creating a fine wine, there are countless steps involved in producing coffee, and Dunkin' Donuts coffee experts travel around the globe to ensure consistent quality at each turn. Dunkin' Donuts uses 100 percent Arabica coffee beans and has its own coffee specifications, which are recognized by the industry as a superior grade of coffee. Based on Dunkin' Donuts Quality (DDQ) specifications, coffee is milled and processed specifically for the company.
- Dunkin' Donuts Dunkin' Donuts is the #1 retailer of freshly-brewed iced coffee. Each Dunkin' Donuts restaurant double brews the coffee before pouring it into cooling units to make sure its iced coffee is always full of flavor and never watered down.
- In the U.S., our Dunkin' Donuts brand offers 30% Rainforest Alliance Certified™ Dark Roast Coffee and 100% Rainforest Alliance Certified™ Colombian Packaged Coffee. Since 2010, Dunkin' Brands has granted a total of \$260,000 to the Rainforest Alliance to fund training projects to assist coffee and tea farmers seeking to improve the sustainability and productivity of their farms through Rainforest Alliance certification.
- Dunkin' Donuts' lattes and cappuccinos are authentic – made with only Fair Trade Certified™ coffee beans blended for espresso and fresh milk – and available in regular or decaffeinated, hot or iced. The beans are ground and the milk is steamed for each individual serving. Dunkin' Donuts was the first national brand to sell espresso beverages that are made exclusively with Fair Trade Certified coffee.
- Dunkin' Donuts offers Dunkin' Donuts K-Cup® pods, making “America's Favorite Coffee” available for use with the Keurig® Single-Cup Brewing system. Dunkin' K-Cup® pods are available at participating Dunkin' Donuts restaurants in the United States and online at www.DunkinDonuts.com. Additionally, Dunkin' K-Cup® pods will be available in select retail locations, www.OnlineStore.Smucker.com, www.Keurig.com and other online retailers beginning Summer 2015. Dunkin' K-Cup® pods are offered in five popular flavors, including Original Blend, Dunkin' Decaf®, French Vanilla, Hazelnut and Dunkin' Dark® Roast.
- Dunkin' Donuts' coffee excellence team features two of the world's foremost experts on coffee, Jim Cleaves and Ellen Rogers. Both are dedicated to finding the world's best coffee and brewing the perfect cup. Jim is a licensed Q Grader, having passed the world's most rigorous coffee evaluations skills testing program, while Ellen is an International Coffee Expert in coffee tasting and analysis and a Coffee Quality Institute Board Trustee. They each travel regularly throughout the world, tasting as many as 300 cups of coffee each day in order to choose the highest quality coffee beans for Dunkin' Donuts.



Strategic Growth

From our beginnings as a single restaurant in Quincy, Massachusetts, Dunkin' Donuts is now a global brand with more than 11,400 locations in 39 countries. Our growth is testimony to the fact that people everywhere appreciate what Dunkin' Donuts offers: high quality food and beverages served all day in a friendly, fast environment at a great value.

In the United States, Dunkin' Donuts has maintained steady, strategic and disciplined growth, opening new restaurants in our core markets in the Northeast and in cities all throughout Mid-Atlantic, Southern and Midwestern states. We now have more than 8,000 restaurants in 41 states and the District of Columbia. From Boston to Buffalo, New York to New Orleans, Philadelphia to Florida, Chicago to Santa Monica, Dunkin' Donuts is an important part of daily life for millions of Americans.

And while Dunkin' Donuts has nationwide brand recognition, we believe we have significant opportunity to expand our number of restaurants in the United States as well as around the world. We believe we can double our footprint in the U.S. to 17,000 Dunkin' Donuts restaurants over the long-term.

And it's not just America running on Dunkin' – Dunkin' Donuts has a strong presence internationally, with more than 3,200 Dunkin' Donuts locations in 35 international countries across four continents. The company maintains steady global expansion, opening new restaurants in Europe, Asia, the Middle East, and Latin and South America. In 2013 the first Dunkin' Donuts restaurants were opened in Vietnam and the United Kingdom, and in 2014 the first Dunkin' Donuts locations were opened in Austria, Luxembourg and Sweden.



Culinary Excellence

Dunkin' Donuts is committed to providing guests with the best-tasting, high-quality food and beverages. To meet that commitment, we assembled a culinary dream team of acclaimed chefs to create new and innovative menu choices to meet the evolving needs of Dunkin' Donuts' busy, on-the-go customers, raising expectations about what is possible in a quick service meal.

As people find themselves busier than ever, and are snacking more frequently throughout the day, Dunkin' Donuts' culinary team is meeting guests' changing eating habits and expectations for fast, satisfying menu items that can be enjoyed any time of day. In addition to the brand's famous coffees, lattes, donuts, bagels and muffins, Dunkin' Donuts offers many delicious and satisfying breakfast sandwich choices featuring favorites such as cherrywood smoked bacon, Angus Steak, aged cheddar cheese, freshly baked croissants, bagels and toasted English Muffins for guests to start the morning and keep running any time of day. Dunkin' Donuts also offers a full lineup of bakery sandwiches, available all day, including two varieties of chicken sandwiches, Bacon Ranch and Barbecue, along with Ham & Cheese, Turkey, Cheddar & Bacon, Chicken Salad and Tuna Salad sandwiches. Dunkin' Donuts continues to offer a full lineup of innovative snacks and beverages, including Bagel Twists, Coolatta® frozen drinks, hash browns, cookies and more.

Dunkin' Donuts' culinary team also directed the introduction of the brand's DDSMART® line of better-for-you menu items. DDSMART includes many delicious food and beverages with fewer than 400 calories, such as Egg White Flatbread Sandwiches and Wake-up Wraps, coffee and espresso beverages, teas and Oatmeal.

Dunkin' Donuts' team of culinarians is led by Executive Chef and Vice President of Product Innovation Jeff Miller, a highly skilled chef who has managed numerous restaurants and has worked in supply chain and product development. Miller graduated summa cum laude from Johnson and Wales University with a B.A. in Culinary Arts/Management.

Dunkin' Donuts' team also features two of the world's foremost experts on coffee, Jim Cleaves and Ellen Rogers. Jim is a licensed Q Grader, having passed the world's most rigorous coffee evaluations skills testing program, while Ellen is an International Coffee Expert in coffee tasting and analysis and a Coffee Quality Institute Board Trustee. Together, they are responsible for developing and introducing new coffee beverages and blends.



About DDSMART®

Eating smart when you're on the go can be hard. But the DDSMART® menu from Dunkin' Donuts makes it easy. Our selection of better-for-you foods and beverages ensures our restaurants offer great-tasting choices that fit your lifestyle and meet your dietary wants and needs.

Food and beverages with the DDSMART® Logo are:

- Reduced in calories, saturated fat, sugar or sodium by at least 25% compared to a base product or other appropriate reference product, and/or
- Contain an ingredient or nutrient that is nutritionally beneficial

DDSMART® Menu Items

Oven-Toasted Sandwiches, Bakery and Oatmeal

- Egg White Veggie Flatbread (280 calories)
- Ham, Egg & Cheese Wake-Up Wrap® (170 calories)
- Egg & Cheese Wake-Up Wrap® (150 calories)
- Egg White Turkey Sausage Wake-Up Wrap® (150 calories)
- Egg White Veggie Wake-Up Wrap® (150 calories)
- English Muffin (140 calories)
- Brown Sugar Flavored Oatmeal with Dried Fruit Topping (300 calories)
- Original Oatmeal with Dried Fruit Topping (270 calories)
- Turkey Sausage Breakfast Sandwich (390 calories)
- Egg & Cheese on English Muffin (240 calories)
- Ham, Egg & Cheese on English Muffin (280 calories)
- Multigrain Bagel (350 calories)
- Reduced Fat Blueberry Muffin (410 calories and 25% less fat than our regular Blueberry Muffin)

Hot Beverages (size small)

- Coffee Black (5 calories)
- Coffee with Splenda (15 calories)
- Coffee with Skim Milk and Splenda (25 calories)
- Latte Lite (80 calories)
- Vanilla Latte Lite (80 calories)
- Freshly Brewed Unsweetened Tea (0 calories)

Iced Beverages (size small)

- Coffee Black (10 calories)
- Coffee with Splenda (20 calories)
- Coffee with Skim Milk and Splenda (30 calories)
- Latte Lite (80 calories)
- Vanilla Latte Lite (80 calories)
- Freshly Brewed Unsweetened Tea (5 calories)



Industry Recognition

- According to market research conducted by The NPD Group / CREST®, for the year ending December 2014, Dunkin' Donuts had the #1 share of regular/decaffeinated/flavored hot coffee, donut, bagel, and muffin servings and the #2 share of breakfast sandwich servings in quick service restaurants.
- For nine years running, Dunkin' Donuts has been recognized by the Brand Keys Customer Loyalty Engagement Index as number one in customer loyalty in the coffee category.
- Dunkin' Donuts is consistently featured in Franchise Times' Annual "Top 200 Franchise Systems" ranking and QSR Magazine's "QSR 50."
- Forbes listed Dunkin' Donuts as one of its "Top 20 Franchises to Start" in 2011.
- Entrepreneur Magazine's ranked Dunkin' Donuts #10 in its 2012 Franchise 500.
- Dunkin' Donuts was #2 in Zagat's 2011 Fast Food Survey of Quick Refreshment Chains.
- Fortune Magazine named Dunkin' Donuts #48 in its rankings of "Best Franchises."



DID YOU KNOW?

Two dozen fun facts about Dunkin' Donuts

1. The first Dunkin' Donuts was founded in Quincy, Massachusetts in 1950 by Bill Rosenberg.
2. There are more than 11,400 Dunkin' Donuts restaurants in 39 countries.
3. Dunkin' Donuts serves more than 1.8 billion cups of brewed hot and iced coffee every year globally.
4. Dunkin' Donuts serves more than 5 million customers per day worldwide.
5. On an average day, Dunkin' Donuts sells about 60 cups of freshly brewed coffee each second.
6. Dunkin' Donuts serves approximately 2.3 billion total beverages per year.
7. Dunkin' Donuts' variety of coffee flavors includes Mocha, Caramel, Blueberry, Cinnamon, Coconut, French Vanilla, Hazelnut, Raspberry and Toasted Almond.
8. There are over 15,000 ways to order your coffee at Dunkin'.
9. French Vanilla is Dunkin' Donuts' most popular flavored coffee in the United States.
10. Dunkin' Donuts originally sold coffee for \$.10 a cup.
11. In one year, the amount of Dunkin' Coffee consumed would fill 22 football stadiums.
12. If lined side by side, the Dunkin' Donuts coffee sold in one day would stretch over 85 miles.
13. Dunkin' Donuts offers more than 70 varieties of donuts.
14. Over the years, many movies have featured Dunkin' Donuts including *The Town*, *Jack & Jill* and *Captain America: The First Avenger*, and more.
15. In June 2011, Dunkin' Donuts participated in its first partnership with a motion picture studio, for the blockbuster *Captain America: The First Avenger*.
16. Players of *The Sims Social Facebook*® game can enjoy Dunkin' Donuts menu items within the game.
17. Dunkin' Donuts offers a DDSMART® 0-5K training program which coaches guests on how to prepare for a 5K race in eight weeks. It can be found on DunkinDonuts.com.
18. Fred the Baker was a popular advertising character portrayed by actor Michael Vale in commercials for Dunkin' Donuts from 1982 to 1997. The commercial was named one of the five best commercials of the 1980s by the Television Bureau of Advertising.
19. Dunkin' Donuts has its own school. Dunkin' Brands University, located in Braintree, MA, is the training center where the brand's franchisees and managers train to run Dunkin' Donuts and/or Baskin-Robbins restaurants.
20. Hundreds of students attend Dunkin' Brands University each year from countries around the world, including India, Russia and China.
21. Various celebrities including Madonna and Maria Menounos once worked at Dunkin' Donuts restaurants.
22. To celebrate the Royal Wedding of Prince William and Catherine Middleton in 2011, Dunkin' Donuts, unveiled a special heart-shaped Royal Wedding Donut. Dunkin' Donuts also unveiled a special Royal MUNCHKIN to celebrate the birth of Prince George in 2013.
23. To celebrate NBC TODAY Show's 60th birthday in 2012, Dunkin' Donuts and TODAY Show partnered to introduce a special TODAY Donut.
24. Dunkin' Donuts launched five Rainforest Alliance Certified™ products in 2014, including its new Dark Roast Coffee.



CORPORATE SOCIAL RESPONSIBILITY (CSR)

Dunkin' Donuts strives to be recognized as a company that responsibly serves our guests, franchisees, employees, communities, business partners and the interests of our planet. Our commitment to corporate social responsibility is defined by four priorities:

Our People. From our employees to our franchisees and crew members, we believe in treating everyone with respect and fairness.

Our Guests. We are passionate about offering our guests delicious products they will enjoy, giving them plenty of menu options, and providing accurate nutrition information so they can make the best choices for themselves.

Our Planet. We recognize that everything we do has an impact on the environment. From the materials we use, to the way we construct and operate our stores, to the products we source, we are committed to adopting better, more sustainable approaches whenever feasible.

Our Neighbors. In partnership with The Dunkin' Donuts & Baskin-Robbins Community Foundation, our franchisees, and our employees, we are dedicated to serving the basic needs of our local communities by combating childhood hunger, improving children's health and ensuring our neighborhoods are safe and secure.

In 2015, Dunkin' Brands published our third Corporate Social Responsibility (CSR) report entitled *Broadening Our Horizons*. In the report, we detailed progress made against goals outlined in our 2012 report as well as short and long-term goals in areas such as climate and energy, sustainable building, packaging, nutrition and sourcing. This third report focuses on our corporate functions and North American facilities owned and operated by Dunkin' Brands or our subsidiaries, as well as our international efforts in 2013 and 2014. All of Dunkin' Brands' CSR reports can be downloaded [here](#).

Dunkin' Brands, in conjunction with The Dunkin' Donuts & Baskin-Robbins Community Foundation, released its first Neighborhood Impact Report in 2015 featuring highlights from its philanthropic work in the community, impact achieved, as well as recognizing key donors. The Neighborhood Impact Report can be downloaded [here](#).



The Dunkin' Donuts & Baskin-Robbins Community Foundation

In 2006, we established The Dunkin' Donuts & Baskin-Robbins Community Foundation (DDBRCF). Working in partnership with Dunkin' Donuts and Baskin-Robbins franchisees across the United States, the Foundation serves the basic needs of our communities through food for the hungry, safety and children's health. It's what we do every day.

The DDBRCF focuses its support on three critical issue areas that are relevant to the neighborhoods we serve:

- **Food for Our Hungry** – Fulfilling critical hunger needs in our communities, with an emphasis on children, through partnerships with local food banks and hunger relief organizations
- **Health for Our Children** – Improving children's health through research, treatment and partnerships with children's hospitals and organizations
- **Safety for Our Neighborhoods** – Ensuring the safety of our neighborhoods and communities through partnerships with organizations that support our troops at home and abroad, firefighters and public safety officers

The DDBRCF partners with a limited number of national nonprofit organizations including Feeding America and the United Services Organization (USO) whose missions are aligned with our priorities in food, safety and children's health. In 2014, The DDBRCF expanded its partnership with Feeding America through a \$1million commitment over three years to support Feeding America's Food Pantry and Backpack Program for children and their families. In partnership with our eight regional chapters, The DDBRCF works with our franchisees to support community organizations. Since 2006, The DDBRCF has donated \$8 million to organizations serving our neighborhoods.

To learn more, log onto www.dunkinbrands.com/foundation.



Key Facts: Corporate Social Responsibility

NUTRITION

Menu innovation:

- Dunkin' Donuts® offers a wide range of product choices in various sizes and flavors, and we encourage our customers to make decisions that are right for them.
- We believe in offering customers a wide selection of menu items and nutrition information so guests can make the choices that are appropriate for them.
- We have better-for-you offerings at both Dunkin' Donuts and Baskin-Robbins®, ensuring our restaurants offer great-tasting choices that fit your lifestyle and meet your dietary wants and needs.
- At Dunkin' Donuts, our DDSMART® menu consists of dozens of items that are under 400 calories; items like our ham, egg and cheese wake-up wrap for 180 calories or our egg white turkey sausage wake-up wrap that's 150 calories. And we're always testing new items to expand our DDSMART offerings. Best of all, these are delicious items and are clearly called out on our menu.
- Dunkin' Donuts was the first major QSR chain to introduce a donut with zero grams trans fat. Since October 2007, all Dunkin' Donuts menu offerings nationwide have been zero grams trans fat. Baskin-Robbins' offerings, including its ice cream inclusions and ribbons, became zero grams trans fat in 2008.
- In 2007 Dunkin' Brands® established a Nutrition Advisory Board comprised of leading experts on nutrition, health and wellness, to help us understand and stay ahead of health and wellbeing trends so we can better meet the evolving needs of our guests. The board informs us of new developments in nutrition science and health-related research that impact our product portfolio, and provides us with a valuable external perspective as we develop and reformulate products and enhance the overall nutritional value of menu choices in our U.S. restaurants.
- We know our guests want information about the ingredients used in our food and beverages so they can make decisions that fit their lifestyle and dietary preferences. Our guests can find nutrition information, such as calorie, sugar and fat content for each U.S. menu item, and obtain ingredient statements and information about allergens in Nutrition Catalogs, on DunkinDonuts.com and BaskinRobbins.com. These Nutrition Catalogs are available for online browsing and for full download.
- Dunkin' Brands supports federal menu labeling regulation. In December 2014, the U.S. Food and Drug Administration (FDA) announced new rules requiring restaurants with 20 or more locations to disclose calorie counts on their menus and menu boards. We believe these rules will help us provide our guests with clear, accessible nutrition information.



PACKAGING

- Dunkin' Brands remains committed to finding a long-term recyclable alternative to Dunkin' Donuts foam cup that meets our guests' expectations and reduces our environmental impacts. Based on our efforts to date, we believe that expanded recyclable polypropylene (#5 plastic) cups are the best available alternative to foam. We will continue to evaluate and test all available cups until we believe we have found the best solution based on cost, performance, commercial viability and environmental impacts. We expect to be in a position to make a decision regarding an alternative cup and a timeline for the transition to a new cup by the end of 2015.
- We belong to the Sustainable Packaging Coalition®, an industry working group dedicated to more robust environmental vision for packaging.
- We are working to reduce waste across all of our packaging materials.
- In 2009 we switched to new, 100% post-consumer fiber napkins and usage controlling dispensers. Together, these resulted in a 25% reduction in napkin waste overall.
- In 2014, we were also able to convert Dunkin' Donuts bagel bags used in the U.S. to 100% recycled paper, saving an estimated 20 million pounds of virgin paper per year.

CERES

- We have partnered with Ceres to advance our social and environmental efforts
- Ceres is the leading U.S. network of investors, environmental groups and public interest organizations working with companies to address sustainability challenges
- Ceres works with Dunkin' Brands to continue our positive steps towards creating an effective sustainability program

BUILDINGS

- Dunkin' Brands recognizes that climate change is a global concern and we want to do our part to identify and address our impact. We've developed a new DD Green Achievement® program to help franchisees build sustainable, energy-efficient restaurants.
- Each DD Green Achievement restaurant will display a DD Green Achievement plaque signifying that it meets requirements for the program. Some required elements of a DD Green Achievement restaurant may be visible to our guests like



regionally friendly landscaping, LED light fixtures, low flow performance plumbing fixtures, but most are not visible (e.g. highly efficient HVAC system, zero VOC interior paints, etc.).

- We worked on the DD Green Achievement program for more than a year, but our research into building sustainability spans many years. For example, in 2008 we opened our first LEED-certified restaurant, which helped us identify opportunities to further integrate sustainability into our new restaurants were and uncover opportunities for improvement.
- We opened our first DD Green Achievement restaurant in Long Beach, California in December 2014.
- Together with our franchisees, we hope to open 100 DD Green Achievement restaurants by the end of 2016.

FAIR TRADE

- All of Dunkin' Donuts' espresso drinks are Fair Trade Certified™. We have served 100% Fair Trade Certified espresso since 2004.
- Dunkin' Donuts was the first national brand to sell espresso beverages made exclusively with 100% Fair Trade Certified coffee.
- To date, Dunkin' Donuts has purchased more than 26 million pounds of Fair Trade Certified coffee from small-scale coffee farmers.
- Dunkin' Donuts has paid more than \$2 million in community development premiums in addition to the Fair Trade price. Farmers have used these premiums to build schools, invest in more sustainable farming practices and send their kids to college.

RAINFOREST ALLIANCE

- Since 2010, Dunkin' Brands has granted a total of \$260,000 to the Rainforest Alliance to fund training projects and provide technical assistance to smallholder farmers.
- In 2013 and 2014, we made two \$50,000 grants to the Rainforest Alliance to support projects in Ethiopia and Guatemala. The grants helped certify more than 4,000 farms, which now abide by comprehensive economic, social and environmental criteria, and provide training for farmers in responding to climate change.
- In 2014, we launched Dunkin' Donuts 30% Rainforest Alliance Certified™ Dark Roast Blend in the U.S., our first national launch of a certified coffee since the launch of our Fair Trade Certified™ espresso in 2004. In 2015, we hope to expand our Dark Roast offering to international markets.
- We also offer 30% Rainforest Alliance Certified Iced Green Tea in limited markets in the U.S.



PEOPLE

- Dunkin' Brands offers a comprehensive series of award-winning training programs for crew members, managers and franchisees designed to foster deep connections to our brands' heritage and improve the guest experience and business results at the restaurant level.
- Dunkin' Brands' diversity strategy is focused on six pillars: building strategic relationships; education; outreach and recruitment; mentoring and succession planning; multicultural marketing; and supplier diversity.

COMMUNITY

- From 2011 through 2014, In the U.S. alone, our franchisees donated more than \$20 million to non-profit groups.
- Over the past 17 years, the company and its franchisees have provided more than \$4.1 million in scholarships to high school seniors and college students.
- The Dunkin' Donuts & Baskin-Robbins Community Foundation (DDBRCF) serves the needs of local communities through initiatives that provide food for hungry children, support children's health and wellness and ensure neighborhoods are safe and secure.
- Since its inception in 2006, The DDBRCF has awarded more than \$7.9 million in grants, and has established long-term partnerships with Feeding America® and the USO®.



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