

DUNKIN'

LET US
RE-INTRODUCE
OURSELVES



#1

IN CUSTOMER
LOYALTY 13
CONSECUTIVE YEARS

Brand Keys, 2019

#1

RETAILER HOT &
ICED COFFEE BY
THE CUP

Entrepreneur Franchise 500, 2019



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WE CHANGED MORE THAN OUR NAME

We took everything our massive following loves...and made it better. Make room for the Next Generation of Dunkin' – our revolutionary store concept is the perfect example of how we're continuously setting the bar in the coffee industry.



1 ON-THE-GO
Dedicated mobile order pick-up lane

2 MODERN
100% Re-imagined coffee experience

3 BUZZ-WORTHY
New products keep 'em coming back



DUNKIN' ROOTS RUN DEEP

In 1950, Bill Rosenberg opened the first Dunkin' restaurant in Quincy, Massachusetts. He had one goal: to make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well merchandised stores.

Since then, we've achieved that and so much more. Get ready for the Next Generation of Dunkin'.



NEXT GEN FEATURES

- Premium Pours On Tap
- Modern Design
- Open & Inviting Layout
- Front-Facing Bakery
- On-The-Go Mobile Pick-Up
- Energy-Efficient Elements



12,800 **IN** **60**
RESTAURANTS **OVER** **COUNTRIES**



FLEXIBLE DESIGNS FOR EVERY SPACE

We work with many seasoned multi-unit operators, who typically sign 20 year franchise agreements with remodel obligations, and a requirement that 5 percent of gross sales are contributed to an advertising fund.

FREE-STANDING WITH DRIVE-THRU OPTION

(1,200 – 2,600 SQ. FT.)

INLINE & ENDCAP (800 – 2,000 SQ. FT.)

DRIVE-THRU ONLY (600 – 850 SQ. FT.)

KIOSK (200 SQ. FT.)



ALL-NEW PRODUCTS PEOPLE LOVE ALREADY

We launched innovative products to appeal to the next generation of coffee lovers – Generation Z and Millennials – and continuously drive traffic from morning to night. Find premium pours like Cold-Brew, Nitro Coffee on tap – an element more often seen in bars, not coffee shops, and handcrafted espresso drinks. We've also added new sandwiches to the menu to give our on-the-go guests the energy they need to start the morning right and keep running throughout the day.

Fully integrated digital kiosks and pick-up stations streamline the in-store and mobile ordering process. We also added store design options with a drive-thru solely dedicated to mobile orders.



NEW
NITRO
COFFEE
A nitrogen-infused
Cold Brew experience



HANDCRAFTED
ESPRESSO DRINKS
JUST HOW YOU
LIKE IT

DD PERKS

Drive mobile sales – and traffic – to your retail space. We currently have 10 million DD perks members and growing!



PICK UP



MOBILE ORDERS



DUNKIN' GO2s

WE'RE GETTING THE NEXT GEN WORD OUT

We're more than just a restaurant for on-the-go commuters but a safe haven for serial studiers and the perfect place to hang out with friends.

We remain easily recognized by the Dunkin' tribe of coffee lovers and attention-grabbing to modern-day taste explorers. And we're reaching our guests beyond our restaurants with forward-thinking and engaging advertising campaigns, including laughable social videos and strategic media partnerships.



Custom 2018 Dunkin' running shoes in partnership with Saucony



JOY

IN CHILDHOOD FOUNDATION®

DNKN' BR

The Joy in Childhood Foundation provides just that – the simple joys of childhood to sick and hungry kids. Through the generosity of our franchisees, employees, vendors and guests, the Joy in Childhood Foundation raises funds to support partnerships with children's hospitals, food banks, and nonprofit organizations directly committed to serving sick and hungry kids.



FAQS

Why choose Dunkin' over other coffee concepts?

More than 3 million guests around the globe choose us every day. With innovations like the Next Gen design, it's easy to see why we've been #1 in customer loyalty for 13 years in a row and are one of the largest coffee and baked good chains in the world*.

How does Dunkin' drive traffic through its doors?

After nearly 70 years, we still find a way to stay in the news and buzz-worthy beyond our cult-like following. Multimillion-dollar ad campaigns created by some of the world's most creative minds don't hurt either.

*Brand Keys, 2019



ARE YOU READY FOR THE NEXT GENERATION OF DUNKIN'?

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