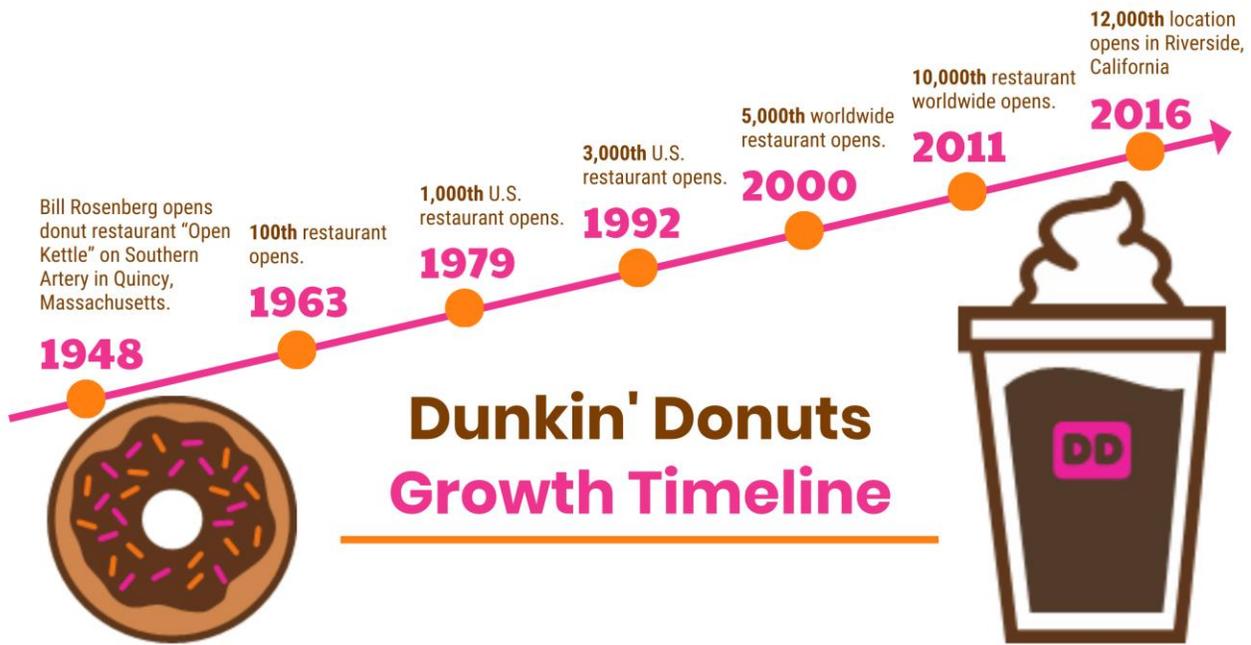




# Brand Milestones



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

1979	<ul style="list-style-type: none"> <li>• 1,000th U.S. Dunkin' restaurant opens</li> </ul>
1982	<ul style="list-style-type: none"> <li>• Fred the Baker, TIME TO MAKE THE DONUTS®, advertising campaign begins</li> </ul>
1990	<ul style="list-style-type: none"> <li>• Allied Domecq PLC purchases Dunkin' Donuts</li> <li>• 2,000th U.S. Dunkin' opens</li> </ul>
1992	<ul style="list-style-type: none"> <li>• 3,000th U.S. Dunkin' opens</li> </ul>
1995	<ul style="list-style-type: none"> <li>• 1,000th international Dunkin' restaurant opens in Thailand</li> <li>• Hazelnut and French Vanilla coffees are introduced as companions to Dunkin' famous original blend</li> </ul>
1996	<ul style="list-style-type: none"> <li>• Dunkin' introduces freshly baked bagels</li> </ul>
1997	<ul style="list-style-type: none"> <li>• Dunkin' introduces breakfast sandwiches</li> </ul>
1999	<ul style="list-style-type: none"> <li>• In March, Dunkin' celebrates its eight billionth cup of coffee sold since opening its doors in 1950</li> </ul>
2000	<ul style="list-style-type: none"> <li>• Dunkin' opens its 5,000th worldwide restaurant, in Bali, Indonesia</li> <li>• Dunkin' celebrates its 50th anniversary</li> <li>• Dunkin' introduces hot chocolate and the Dunkaccino®</li> </ul>
2003	<ul style="list-style-type: none"> <li>• Dunkin' launches an espresso revolution with a new line of espressos, lattes and cappuccinos</li> </ul>
2004	<ul style="list-style-type: none"> <li>• Dunkin' moves its headquarters to Canton, Massachusetts</li> </ul>
2005	<ul style="list-style-type: none"> <li>• Dunkin' introduces nine sugar-free flavors of iced coffee</li> </ul>
2006	<ul style="list-style-type: none"> <li>• 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</li> <li>• Dunkin' launches the "America Runs on Dunkin'" marketing campaign</li> <li>• Dunkin' and JetBlue Airways announce partnership</li> <li>• Dunkin' Brands, together with its franchisees, establishes The Dunkin' &amp; Baskin-Robbins Community Foundation to address critical hunger, children's health and safety needs in local communities</li> </ul>
2007	<ul style="list-style-type: none"> <li>• Dunkin' partners with Procter &amp; Gamble to launch Dunkin' coffee at retail outlets, including supermarkets and club stores</li> </ul>

2008	<ul style="list-style-type: none"> <li>• Dunkin' first Leadership in Energy and Environmental Design (LEED) certified restaurant opens in St. Petersburg, Fla</li> <li>• Dunkin' 500th Korean restaurant opens</li> <li>• Dunkin' opens its first restaurant in Mainland China</li> <li>• Dunkin' launches DDSMART® menu, a line of better-for-you products</li> </ul>
2009	<ul style="list-style-type: none"> <li>• Excitement brews in the Caribbean as Dunkin' opens its first restaurant in the Bahamas.</li> </ul>
2010	<ul style="list-style-type: none"> <li>• Dunkin' celebrates its 60th anniversary</li> <li>• Dunkin' announces entry into Russian market</li> </ul>
2011	<ul style="list-style-type: none"> <li>• 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 Index</li> <li>• Dunkin' K-Cup® pods are made available exclusively at U.S. Dunkin' restaurants</li> <li>• Dunkin' celebrates the opening of its 10,000th restaurant worldwide.</li> </ul>
2012	<ul style="list-style-type: none"> <li>• Dunkin' celebrates the opening of its first restaurants in India and Guatemala</li> </ul>
2013	<ul style="list-style-type: none"> <li>• Dunkin' launches the Dunkin' Mobile® App</li> <li>• Dunkin' opens first restaurant in the United Kingdom</li> </ul>
2014	<ul style="list-style-type: none"> <li>• Dunkin' launches DD Perks® Rewards Program</li> <li>• Dunkin' launches new Rainforest Alliance Certified™ Dark Roast Coffee</li> <li>• Through a partnership with Blue Diamond Growers, 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.</li> </ul>

<p>2015</p>	<ul style="list-style-type: none"> <li>• Dunkin' Brands, The J.M. Smucker Company and Keurig expand partnership to make Dunkin' K-Cup® pods available at retail outlets nationwide and online</li> <li>• Macchiato is on the menu as an expansion of Dunkin' espresso beverage lineup.</li> <li>• 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</li> </ul>
<p>2016</p>	<ul style="list-style-type: none"> <li>• Dunkin' opens its 12,000th location in Riverside, California</li> <li>• Dunkin' launches Cold Brew coffee nationwide</li> <li>• Dunkin' opens its 100th DD Green™ Achievement restaurant</li> <li>• 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</li> <li>• The Dunkin' &amp; 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</li> <li>• Dunkin' launches a new lineup of Premium Hot Teas.</li> </ul>
<p>2017</p>	<ul style="list-style-type: none"> <li>• Dunkin' becomes the official U.S. coffee, donut and breakfast sandwich of the NHL®</li> <li>• Hot Americano joins Dunkin's lineup of premium, high quality craft coffees and espressos</li> <li>• Dunkin' and Coca-Cola launch a lineup of Dunkin' branded ready-to-drink (RTD) bottled iced coffee beverages</li> <li>• Dunkin' and Baskin-Robbins eliminate synthetic colors from its food and beverages and replace the ingredients with naturally sourced colorings</li> <li>• 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</li> <li>• Frozen Dunkin' Coffee is introduced to Dunkin' coffee lineup.</li> </ul>

<p>2018</p>	<ul style="list-style-type: none"> <li>• In Quincy, Massachusetts, 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</li> <li>• Dunkin’ announces plans to eliminate all polystyrene foam cups in its global supply chain, with a targeted completion date of 2020</li> <li>• The company unveils new branding that officially recognizes its name as simply “Dunkin’,” conveying the focus on serving great coffee fast while retaining the familiar colors and iconic font</li> <li>• As part of a new agreement between Dunkin’ and National DCP (NDPC), a percentage of sales from every pound of Original Blend coffee beans sold to Dunkin’ franchisees for use in Dunkin’ restaurants will go to World Coffee Research in support of coffee sustainability efforts</li> <li>• Dunkin’ launches an entirely new handcrafted espresso experience and lineup of espresso drinks, featuring new state-of-the-art espresso equipment for optimal espresso bean extraction and a new recipe for a stronger and more robust flavor profile</li> </ul>
<p>2019</p>	<ul style="list-style-type: none"> <li>• Dunkin’ introduces bright and bold new product packaging that brings to life the energy and excitement of its new brand identity</li> <li>• Dunkin’ continues to take lattes to the next level with the introduction of new Signature Lattes</li> <li>• Dunkin’ makes On-the-Go Mobile Ordering available to all customers</li> <li>• Dunkin’ marks a major step in making plant-based menu options easily accessible to Americans everywhere, becoming the first nationwide U.S. quick service restaurant brand to serve Beyond Breakfast Sausage™</li> </ul>
<p>2020</p>	<ul style="list-style-type: none"> <li>• Dunkin’ introduces Matcha Lattes</li> <li>• Dunkin’ continues to step up for its customers with new options for getting their coffee and more delivered right to their doorstep, expanding Dunkin’ delivery partnerships with DoorDash, Grubhub and Uber Eats</li> <li>• Dunkin’ announces that 100% of its restaurants globally have transitioned from polystyrene foam cups to paper cups</li> <li>• Dunkin’ launches new Dunkin’ Refreshers iced beverages, made with iced green tea, flavored fruit concentrate, and B vitamins</li> <li>• Post introduces two new cereals — Dunkin’ Caramel Macchiato and Mocha Latte — inspired by Dunkin’ fans’ favorite flavors</li> <li>• Dunkin’ is brings oatmilk coast-to-coast, adding Planet Oat oatmilk to menus at all of its restaurants nationwide</li> <li>• On December 15, 2020, Inspire Brands completed its acquisition of Dunkin’ Brands. Dunkin’ and Baskin-Robbins are now operated as distinct brands within the Inspire portfolio</li> </ul>