



Great Taste, Plant-Based: Dunkin' Partners with Beyond Meat® to Introduce New Beyond Sausage® Breakfast Sandwich in Manhattan

July 24, 2019

Dunkin' is the first U.S. restaurant chain to serve 100% plant-based Beyond Breakfast Sausage™

CANTON, Mass., July 24, 2019 /PRNewswire/ -- The Big Apple is where Dunkin' and Beyond Meat are bringing their biggest breakfast news of the year, presenting a new plant-based menu option for Dunkin' guests in Manhattan. Dunkin' today announced a new partnership with Beyond Meat, one of the fastest growing U.S. food companies offering a portfolio of revolutionary plant-based meats, to introduce **the Beyond Sausage Breakfast Sandwich**, available now at participating Dunkin' restaurants in Manhattan with plans for a future national rollout. With the launch, Dunkin' is the first U.S. restaurant brand to Go Beyond™ traditional on-the-go breakfast choices by serving Beyond Breakfast Sausage.



The Beyond Sausage Breakfast Sandwich offers the delicious taste and texture millions of Dunkin' breakfast sandwich customers enjoy and expect with a juicy, savory breakfast sausage patty – but made with 100% plant-based ingredients and a mix of spices crafted specifically for Dunkin'. The Beyond Breakfast Sausage patty is served on an English muffin with egg and American cheese. In addition to offering a patty with 10 grams of plant-based protein, the new sandwich helps Dunkin' deliver the better-for-the-planet environmental benefits of plant-based protein.

To help New Yorkers try a taste of The Future of Protein® for themselves today, Dunkin' is holding a special Beyond Sausage Breakfast Sandwich tasting event. Guests at participating Dunkin' restaurants in Manhattan are invited to enjoy a complimentary sample from 10 a.m. to 2 p.m. today, July 24th, while supplies last. Additionally, at the Dunkin' restaurant at 240 W. 40th Street, the ceremonial first sample will be served by Ethan Brown, Founder and CEO of Beyond Meat, David Hoffmann, Dunkin' Brands Chief Executive Officer and President, Dunkin' U.S., and Tony Weisman, Chief Marketing Officer for Dunkin' U.S.

According to David Hoffmann, "Beyond Meat has earned the national spotlight for its innovative products and for creating incredible awareness and excitement for the benefits of plant-based meat. Dunkin' has always stood apart for offering new and exciting choices to meet the needs of our on-the-go guests, and we are proud to collaborate with this industry leader to become the first U.S. restaurant chain to serve a Beyond Breakfast Sausage option."

"Dunkin' is truly an iconic brand and part of the fabric of so many communities. Partnering with them as the first U.S. restaurant chain to serve Beyond Breakfast Sausage represents not only an exciting moment for both of our companies, but a big step forward in making plant-based meat accessible and easy to enjoy, even while on-the-go. I look forward to seeing consumer reactions to the product offering and partnership," said Ethan Brown.

To learn more about Dunkin', visit www.DunkinDonuts.com or subscribe to the Dunkin' blog to receive notifications at <https://news.dunkindonuts.com/blog>. To learn more about Beyond Meat, visit www.BeyondMeat.com.

About Dunkin'

Founded in 1950, Dunkin' is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' is a market leader in the hot regular/decaf /flavored coffee, iced regular/decaf/flavored coffee, donut, bagel and muffin categories. Dunkin' has earned a No. 1 ranking for customer loyalty in the coffee category by Brand Keys for 13 years running. The company has more than 12,900 restaurants in 43 countries worldwide. Based in Canton, Mass., Dunkin' is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.

About Beyond Meat

Beyond Meat is one of the fastest growing food companies in the United States, offering a portfolio of revolutionary plant-based proteins. Founded in 2009, Beyond Meat has a mission of using simple, plant-based ingredients applied in fresh ways to replicate the taste, texture and other sensory attributes of popular animal-based meat products while offering the nutritional and environmental benefits of plant-based proteins. Beyond Meat's brand commitment, "Eat What You Love," represents a strong belief that by eating its portfolio of plant-based proteins, consumers can enjoy more, not less, of their favorite meals, and by doing so, help address concerns related to human health, climate change, resource conservation and animal welfare. Beyond Meat's portfolio of fresh and frozen plant-based proteins are sold at more than 30,000 retail and foodservice outlets worldwide. Visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.

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