



Dunkin' Brands and The Coca-Cola Company Announce Product and Marketing Agreement

Dunkin' Donuts and Baskin-Robbins to serve Coca-Cola products in more than 9,400 restaurants in the United States

CANTON, Mass. and ATLANTA, April 2, 2012 /PRNewswire/ -- Dunkin' Brands Group, Inc. (Nasdaq: DNKN), the parent company of Dunkin' Donuts (DD) and Baskin-Robbins (BR), the National DCP, the exclusive supply chain partner for Dunkin' Brands, and The Coca-Cola Company (NYSE: KO), the world's largest beverage company, today announced a multi-year product and marketing agreement.

Under the new agreement, more than 9,400 Dunkin' Donuts and Baskin-Robbins restaurants across the United States will begin the conversion to serve Coca-Cola products this month. In addition to its popular soft drinks such as Coca-Cola[®], Diet Coke[®], Coke Zero[™] and Sprite[®], Coca-Cola will provide Dunkin' Donuts and Baskin-Robbins locations with an array of juices, enhanced waters and energy drinks. The agreement also includes provisions for the development of various marketing and promotional programs each year between the brands.

Coca-Cola products will be available in all Dunkin' Donuts and Baskin-Robbins restaurants in the United States by August 2012, so guests will be able to enjoy their favorite Coca-Cola brand along with their favorite breakfast sandwich, donut, all-day snack, or ice cream treat.

"We're delighted to announce this alliance among three of the world's most recognized and beloved brands — Dunkin' Donuts, Baskin-Robbins and Coca-Cola," said John Costello, Chief Global Marketing and Innovation Officer, Dunkin' Brands. "We believe our customers will be thrilled to learn that all their favorite Coca-Cola products, from soft drinks, to juices, to enhanced waters and energy drinks, will now be available at Dunkin' Donuts and Baskin-Robbins. This partnership is all about giving our customers an even greater array of outstanding beverage choices."

"The incredible combined brand appeal of Dunkin' Donuts, Baskin-Robbins and Coca-Cola make this an ideal relationship," said Chris Lowe, President, Foodservice and On-Premise, Coca-Cola Refreshments. "We look forward to bringing a great selection of Coca-Cola products to Dunkin' Donuts and Baskin-Robbins customers and to leveraging our joint marketing capabilities to create innovative, engaging promotions designed to drive beverage sales and growth at both restaurant chains."

"We are pleased to enter into this agreement with Coca-Cola as it brings significant new benefits and efficiencies across all areas that will enhance profitability for both Dunkin' Donuts and Baskin-Robbins franchisees," said Kevin Bruce, CEO, National DCP, a member owned purchasing and distribution cooperative for Dunkin' Donuts. "We look forward to working with Coca-Cola to bring our members consistent value, outstanding service and a broad portfolio of quality beverage offerings to meet the consumers evolving needs and taste preferences."

About Dunkin' Brands

With more than 16,800 points of distribution in nearly 60 countries worldwide, Dunkin' Brands Group, Inc. (Nasdaq: DNKN) is one of the world's leading franchisors of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream. At the end of 2011, Dunkin' Brands' nearly 100 percent franchised business model included more than 10,000 Dunkin' Donuts restaurants and more than 6,700 Baskin-Robbins restaurants. For the full-year 2011, the company had franchisee-reported sales of approximately \$8.3 billion. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners,

we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

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