

DUNKIN' RUNS ON FRANCHISEES

Franchise Opportunities



A BRAND PEOPLE KNOW AND LOVE

Dunkin' isn't just the number one retailer of hot and iced coffee by the cup – we are also one of the largest coffee and baked goods chains in the world!* With more than 13,100 restaurants in over 40 countries worldwide, we are looking for exceptional franchise candidates to help keep America runnin' on Dunkin' every day.

*Entrepreneur Magazine 2023 Franchise 500



A LEADING QSR BRAND

- Founded in 1950 and franchising since 1955
- Beverage-led innovation to fuel growth
- Mobile and digital innovation
- Flexible real estate options
- Financial incentives available
- Powerful national brand marketing

ONE OF OUR PASSIONS

The Joy in Childhood Foundation provides the simple joys of childhood to children in need. Through the generosity of our 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.

Don't just take our word for it...

"I have been really impressed with the number of 'wins' from a (Next Gen) design perspective. The tap system is a central focus and the design elements are noticed and appreciated by guests."

MATT COBO, FRANCHISEE

JOY

IN CHILDHOOD FOUNDATION®

DNKN'

REASONS TO INVEST

Dunkin' focuses on keeping our loyal guests coming back for more. Everything we do is designed for unparalleled convenience, quality and customer satisfaction.



NEXT GEN STORE DESIGN

The next generation store marks one of the most important moments in Dunkin's growth as a beverage-led, on-the-go brand, delivering "great coffee, fast" and leveraging technology to stay modern and relevant to our guests.

BEVERAGE-LED INNOVATION

We introduced handcrafted espresso drinks and are constantly looking for ways to expand product innovation with new types of hot, iced and frozen coffee creations and flavors we believe our guests will love.



STRONG PARTNERSHIPS

To broaden consumer reach and recognition, we partner with other prominent and respected brands including Coca-Cola®, Amtrak, JetBlue®, J.M. Smucker®, The WhiteWave Food Company®, Keurig® and Puma®.



TRAINING, SYSTEMS & SUPPORT

Dunkin' has extensive Franchisee training programs that cover branding, business management and more. Our Franchisees are supported by an experienced team that includes marketing, development and operations support.



POWERFUL BRAND PRESENCE

We complement national marketing with local campaigns and Franchisees receive the benefits of a multimillion-dollar advertising fund.



RANKED #1

In the US for hot & iced coffee, donuts, muffins & bagels

CREST

DUNKIN' FUN FACT

In 2023, Dunkin' ran their first-ever Super Bowl ad starring Ben Affleck

RANKED #1

Coffee chain for customer loyalty, 16 straight years

2022 Brand Keys

DEVELOPMENT OPTIONS

Choosing sites for Dunkin' restaurants is always about the location. In an effort to keep the brand fresh and competitive, we offer various flexible design concepts.

Our real estate and construction experts are ready to help you identify and find your restaurant's ideal space.



SITE ATTRIBUTES & REQUIREMENTS

- Sites can vary from 1,200 sq. ft. to 2,600 sq. ft.
- 5-car stack with 5-car preorder stack
- Minimum of one parking space for every three seats
- Drive-Thru preferred

COMBO OPPORTUNITIES

Combine Dunkin' and Baskin-Robbins under one roof for the opportunity to drive traffic from early-morning coffee to after-dinner ice cream treats!



SITE ATTRIBUTES & REQUIREMENTS

- 2,000 sq. ft. to 3,000 sq. ft.
- Minimum of one parking space for every two seats
- Drive-Thru preferred

DUNKIN' FUN FACT

5+ billion cups of Dunkin' coffee consumed in 2022



IS DUNKIN' THE RIGHT FRANCHISE FOR YOU?

We're looking for candidates with food service, retail and/or multi-unit management experience.

EAST
HANOVER
RUNS ON DUNKIN'



FRANCHISEE PROFILE

- Single and multi-unit operators
- Minimum liquid assets of at least \$250,000 and net worth of \$500,000 per restaurant (varies by market)
- The desire and resources to purchase a development opportunity for one or more locations
- An understanding of the real estate development process and a drive for local store marketing is a plus

FRANCHISE TERMS*

- Initial franchise fee of \$40,000 to \$90,000 (varies by market)
- Initial investment ranges from \$199,700 to \$1,687,200
- Continuing advertising fee of 5% and royalty fee of 5.9% of gross sales
- Development incentives available in select markets
- Additional incentives are available



Refer to the Dunkin' Franchise Disclosure Document for complete details.



“Great Coffee, Fast”

LET'S TALK FRANCHISING

dunkinfranchising.com

