

Press Release

## **Kids Get Some Sweet News with Dunkin' Donuts' DunkyDoos**

- A fun and exciting new range of donuts designed around kids.

**Noida, July 25, 2016:** Dunkin' Donuts (DD), the All-Day Part Food Cafe, has today launched a new and exciting range of donuts, 'DunkyDoos' designed specially around kids. The new fun and creative range has been developed keeping in mind the tastes and preferences of the younger audience.

With evolving lifestyles and parenting methods, the tastes and habits of kids have evolved over time, too. Additionally, with the influx of the mall and weekend outing culture, kids are more exposed to eating out. Moreover, they possess the decision making power when it comes to eating out across occasions. The 'Designed in India, for India' DunkyDoos range of donuts from Dunkin' is an attempt to give parents one great way to connect with their little ones over food in a fun and playful manner. It also addresses a business opportunity of creating additional occasions for purchase – arising out of the growth of this consumer segment.

The new DunkyDoos assortment consists of 6 new, colourful, and cheerful donuts in range of flavors that kids prefer. These have been designed in a fun, creative manner to add to the overall playfulness that will appeal to the kids.

**Speaking on the launch, Tarun Bhasin, President & Chief Business Officer, Dunkin' Donuts India, said,** *"We look at donuts, not as the end product but as a platform. The latest offering, 'DunkyDoos' is a specially designed range for kids. Donuts, by construct imitate the basic nature of kids. They are sweet, full of energy and have an inner core that houses much more excitement and fun. DunkyDoos is our attempt to offer the kids a range that they can truly call their own and have fun with."*

The new range of donuts will come in a pack of 6 and will be priced at INR 199 + taxes for all markets except Maharashtra, where the pack will be available for INR 199 inclusive of taxes.

*"Donuts intrinsically stand for fun, playfulness and colour. DunkyDoos assortment attempts to vivaciously bring that out in an exciting way for the kids. Every kid and every mother will love it",*  
**said Prashant Sarwade, Marketing Head, Dunkin' Donuts India.**

Dunkin' Donuts in India is positioned as a Food Café, occupying the sweet spot between Cafés and Quick Service Restaurants. Known for a signature menu consisting of the popular Death by Chocolate Donut, Alive by Chocolate, Break-up Party Éclair, Big Joy Burger, Naughty Lucy Burger, Too Much Burgers range, Wicked Wraps, Dunkaccinos, Bangalore Startup Coffee and many more, Dunkin' Donuts has struck a chord with its audience and continues to innovate in the donut, food and beverage space.



## **About Jubilant FoodWorks Limited**

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia Group and India's largest food service company, with a network of 1039 Domino's Pizza restaurants across 240 cities (as of May 28, 2016). The Company & its subsidiary has the exclusive rights to develop and operate Domino's Pizza brand in India, Sri Lanka, Bangladesh and Nepal. At present it operates in India and Sri Lanka. The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has launched 74 Dunkin' Donuts restaurants across 24 cities in India (as of May 28, 2016).

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