

## Dunkin' India re-launches eye-catching new restaurant design with a refreshed coffee and bakery menu

~Modern restaurant design highlights new coffee menu, premium donuts, and bakery offerings~



**Noida, 16.11.2022:** Dunkin' is one of America's iconic coffee and bakery brands. The brand unveiled a new restaurant design in India at a key moment in the brand's global coffee-forward evolution. The new design upholds the brand's core values of positivity, fun, and enthusiasm. The fresh modern design is also complemented with a complete new menu, which brings international coffee and bakery range to India at affordable prices.

Dunkin' was founded in 1950 and has been serving consumers with its coffee, donut, and bakery range. Following extensive consumer research, Dunkin' India launched the new store design and refreshed menu at the new location at Skymark One, Noida. The design was developed in partnership with Landor & Fitch, with rich wood tones and pops of orange and pink, along with comfortable seating, the Skymark location exhibits the brand's essence – fun, vibrant, and inviting – and offers consumers the perfect ambience to cultivate positive moments over a coffee. Dunkin' will soon launch its new identity in stores across NCR.

Speaking on the occasion of the launch, **Shyam S. Bhartia and Hari S. Bhartia, Chairman and Co-Chairman, Jubilant FoodWorks Limited** (the master franchise of Dunkin' in India), said, *"In line with our strategy of being a multi-brand company, we are delighted to re-launch Dunkin' as a young and vibrant brand, which attracts millennials. The transformation underlines our sound understanding of Indian consumers' food and beverage choices, evolving preferences, and our commitment to provide the best quality standards. We are confident this re-launch of Dunkin' will help us build a stronger portfolio of brands at Jubilant FoodWorks."*

Sharing his views on the new brand identity, **Sameer Khetarpal, Chief Executive Officer & Managing Director, Jubilant FoodWorks Limited**, said, *"Dunkin' is a brand synonymous with an unparalleled coffee experience. Dunkin' is embarking on a new journey, and will cater to ever changing consumer trends, offer more international choices, and move to cold espresso beverages. The entire brand overhaul reflects our intent to be young-at-heart, go-to coffee destination. The coffee retail category is constantly expanding, and Dunkin' will continue to innovate fast and will strive to serve the best coffee and bakery products to our consumers."*

Reflecting on the Dunkin' brand's future in India, **Michael Haley, President and Managing Director of International Markets for Inspire Brands**, said, *"On behalf of the entire Inspire team, I want to congratulate the Jubilant FoodWorks team as we celebrate this exciting milestone for Dunkin' relaunch in India. The thriving Indian market represents significant growth opportunities for Dunkin' and the broader Inspire portfolio, and we are confident that our iconic, differentiated brands are well-positioned to meet local consumer preferences. Working alongside exceptional licensees like Jubilant FoodWorks, who have deep-rooted expertise in India and emerging markets, we look forward to expanding our restaurant footprint in India in the years to come."*

#### **About Jubilant FoodWorks Limited:**

Jubilant FoodWorks Limited (NSE, BSE: JUBLFOOD) is India's largest foodservice company and is part of the Jubilant Bhartia group. Incorporated in 1995, JFL holds the exclusive master franchise rights from Domino's Pizza Inc. to develop and operate the Domino's Pizza brand in India, Sri Lanka, Bangladesh, and Nepal. In India, JFL has a strong and extensive network of 1,701 Domino's restaurants across 371 cities. In Sri Lanka and Bangladesh, the Company operates through its 100% owned subsidiary which currently has 40 and 11 restaurants respectively. JFL also enjoys exclusive rights to develop and operate Dunkin' restaurants in India and Popeyes restaurants in India, Bangladesh, Nepal and Bhutan. JFL currently operates 24 Dunkin' restaurants across 8 Indian cities and 8 Popeyes restaurants in Bengaluru.

Note: ^Store counts as on September 30, 2022

Website: [www.jubilantfoodworks.com](http://www.jubilantfoodworks.com), [www.dominos.co.in](http://www.dominos.co.in), <https://dunkinindia.com>, <https://hongskitchen.in/>, <https://ekdum.co.in/>, [www.popeyes.in](http://www.popeyes.in), [www.chefboss.com](http://www.chefboss.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 for 16 years running. The company has more than 12,600 franchised restaurants in 40 countries worldwide. Dunkin' is part of the Inspire Brands family of restaurants. For more information, visit [DunkinIndia.com](http://DunkinIndia.com).

**About Inspire Brands**

Inspire Brands is a multi-brand restaurant company whose current portfolio includes more than 32,000 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, Rusty Taco, and SONIC Drive-In locations worldwide. The company was founded in 2018 and is headquartered in Atlanta, Georgia. For more information, visit [InspireBrands.com](https://InspireBrands.com).

**For further information contact:****Jubilant Foodworks Ltd**

Sylvia Dutta

Corporate Communication

[Sylvia.dutta@jublfood.com](mailto:Sylvia.dutta@jublfood.com)**Madison PR**

Varun Bhardwaj

[varun.bhardwaj@madisonpr.in](mailto:varun.bhardwaj@madisonpr.in)