



## Dunkin' Donuts Partners with WhiteWave Foods to Introduce New Dunkin' Donuts Coffee Creamers

**Dunkin' Donuts extends coffee leadership to grocery stores' refrigerated dairy section with four varieties of brand's new at-home coffee creamer**

**CANTON, MA (January 21, 2014)**—Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, and WhiteWave Foods, a leading consumer packaged food and beverage company, announced today a licensing agreement to introduce Dunkin' Donuts Coffee Creamers at grocery outlets nationwide. For the first time, consumers can enjoy at home the delicious taste of cream served with Dunkin' Donuts' famous coffee at restaurants nationwide. Available in the refrigerated dairy section of select grocery outlets and club stores nationwide, Dunkin' Donuts Coffee Creamers are made with real milk and cream for a smooth, delicious companion to your coffee.

WhiteWave Foods, a leader in coffee creamers and premium dairy products, will develop, manufacture and distribute Dunkin' Donuts Coffee Creamers. Dunkin' Donuts Coffee Creamers are sold in 32-ounce, quart-sized bottles in four different varieties, including Original, Fat-Free, Extra Extra and Unsweetened.

According to John Costello, Dunkin' Brands' President, Global Marketing and Innovation, Dunkin' Donuts Coffee Creamers provide an opportunity to reinforce Dunkin' Donuts' coffee excellence to both existing guests and new customers by bringing the brand to a category that is highly relevant to hot coffee in the at-home occasion. "As America's leading retailer of coffee-by-the-cup, finding new and innovative ways to reinforce our coffee leadership is a priority for our brand and our franchisees. Consumers have told us they love the idea of Dunkin' Donuts Coffee Creamers at their grocery store, and we feel this launch will strengthen our brand's association with hot coffee, increase our visibility at grocery stores around the country, and ultimately drive more hot coffee sales when consumers visit our restaurants."

"We believe the introduction of Dunkin' Donuts creamers is a bold first step toward transforming the unflavored coffee creamer category, with the real dairy experience consumers have come to expect from Dunkin' Donuts," said Carlos Veraza, President Coffee Creamers and Beverages and Channels for WhiteWave Foods. "Dunkin' Donuts has a very loyal consumer following, but not all of their consumers have the

option to visit a Dunkin' Donuts outlet to experience the coffee they love. By launching these coffee creamers in grocery and club stores nationwide we are able to bring this great taste and experience right to people's homes."

Dunkin' Donuts' packaged coffee, distributed by Smuckers, has been available in grocery stores nationwide since 2007. According to The NPD Group / CREST®, Dunkin' Donuts serves the most hot traditional and iced coffee in America, selling more than 1.7 billion cups of hot and iced coffee globally every year. Dunkin' Donuts uses 100% Arabica coffee beans, and the company's coffee specifications are recognized by the industry as a superior grade of coffee. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for seven years running.

### **About Dunkin' Donuts**

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for seven years running. The company has nearly 10,800 restaurants in 31 countries worldwide. For the full-year 2012, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.9 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

### **About The WhiteWave Foods Company**

The WhiteWave Foods Company is a leading consumer packaged food and beverage company that manufactures, markets, distributes, and sells branded plant-based foods and beverages, coffee creamers and beverages, and premium dairy products and organic produce throughout North America and Europe. The Company is focused on providing consumers with innovative, great-tasting food and beverage choices that meet their increasing desires for nutritious, flavorful, convenient, and responsibly-produced products. The Company's widely-recognized, leading brands distributed in North America include Silk® plant-based foods and beverages, International Delight® and LAND O LAKES® coffee creamers and beverages, Horizon Organic® premium dairy products and Earthbound Farm® certified organic salads, fruits and vegetables. Its popular European brands of plant-based foods and beverages include Alpro® and Provamel®.

To learn more about WhiteWave, visit [www.whitewave.com](http://www.whitewave.com); and for more information about Earthbound Farm, visit [www.ebfarm.com](http://www.ebfarm.com).

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