

## **DUNKIN'™ DONUTS ANNOUNCES PLANS FOR TWO NEW RESTAURANTS IN BATON ROUGE, LOUISIANA WITH EXISTING FRANCHISE GROUP, PANAMA CITY DONUT NETWORK, LLC**

### **- Leading Coffee and Bakery Chain Seeks Franchisee Candidates in Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe and New Orleans -**

CANTON, MA (August 11, 2015) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, announced today the signing of a multi-unit store development agreement with existing franchise group, Panama City Donut Network, LLC, to develop two Dunkin' Donuts restaurants in Baton Rouge and its surrounding areas. The first restaurant is planned to open in Fall 2016 with the other new location planned to open in the following year.

Led by Vik Patel, this team will manage and oversee the operations for each Dunkin' Donuts restaurant. Patel, a franchisee with Dunkin' Donuts for nine years, currently operates 27 restaurants in Florida and two in Alabama. With this agreement, the group also purchased three existing restaurants in Baton Rouge.

"We are excited to expand the brands' presence in Louisiana and play an important role in the daily lives of people who live, work and visit here," said Vik Patel, Dunkin' Donuts franchisee. "We have a passion and loyalty for the brand and look forward to opening our restaurants in the years to come."

Franchise opportunities still remain available throughout Louisiana in Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe and New Orleans. To help fuel growth in Louisiana, special development incentives are available which include reduced royalty fees for three years and up to \$5,000 in local store marketing support for timely openings.\*

Candidates interested in developing Dunkin' Donuts restaurants in Louisiana can contact Reggie Wright, Director of Franchising for Dunkin' Brands, at [Reggie.Wright@dunkinbrands.com](mailto:Reggie.Wright@dunkinbrands.com) to learn more. In addition, entrepreneurs interested in learning about developing Dunkin' Donuts throughout the U.S. can join an Informational Franchising Webinar that will be held on Wednesday, August 19 from 3 p.m. to 4 p.m. (EST). Visit <http://franchisingevents.dunkinbrands.com> to register and learn more about the unique franchising opportunity Dunkin' Donuts offers.

"Our enthusiastic and dedicated franchisees contribute to our brands growth, which has helped solidify our position as one of the fastest growing companies by unit count in the quick-service restaurant industry," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "We are thrilled to announce that this franchise group has expanded their portfolio to Louisiana, and know these new restaurants they are developing will satisfy a growing consumer demand in the Baton Rouge community."

Dunkin' Donuts' new look includes four distinct restaurant design options for franchisees, each featuring variations in layout, color schemes, graphics, textures, furniture and/or lighting. The designs enhance the current restaurant appearance, environment and layout to serve people all day long. Unlike other quick-service restaurants, Dunkin' Donuts allows franchisees to select individual elements from any of the four options, creating a restaurant design that reflects their personal tastes and preferences, and best serves their specific restaurant size and location.

Since the 1950s, Dunkin' Donuts has been a daily ritual for millions of people and has offered guests delicious food, beverages and friendly service at a great value. Dunkin' Donuts offerings include iced coffee, flavored coffees, lattes, Dunkin' Donuts K-Cup® pods, Coolatta® frozen drinks, donuts, muffins, bagels, breakfast and bakery sandwiches, and a DDSMART® menu featuring better-for-you items.

For information on franchise opportunities or to attend an upcoming webinar, please visit [www.dunkinfranchising.com](http://www.dunkinfranchising.com).

\*Details available in the Dunkin' Donuts Franchise Disclosure Document

#### 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 nine years running. The company has more than 11,400 restaurants in 39 countries worldwide. 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).