



March 2, 2017

Dunkin' Donuts and Baskin-Robbins plan to remove artificial colorings from U.S. menus by end of 2018

CANTON, Mass., March 2, 2017 /PRNewswire/ -- Dunkin' Brands Group, Inc. (Nasdaq: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, today announced plans to remove artificial colors from its products in the U.S. As part of the company's ongoing efforts to offer guests great-tasting, high-quality products and cleaner menu labels, both the Dunkin' Donuts and Baskin-Robbins product development teams, in partnership with suppliers, have been working to eliminate synthetic colors from their food and beverages and replace the ingredients with naturally sourced colorings in the U.S. by the end of 2018.



Within the next two years, Dunkin' Donuts will remove synthetic colors across its menu, including donut icings, fillings and toppings, as well as frozen beverages such as Fruit Smoothies and COOLATTA® frozen beverages, baked goods, breakfast sandwiches and coffee flavorings. Similarly, Baskin-Robbins will remove synthetic colors from its menu, including ice cream sold both at its restaurants and in quarts and pints at retail locations, as well as its syrups, sauces, sprinkles and beverages, including Cappuccino Blast®. The exceptions on both brands' menus include select supplier-branded ingredients produced by other companies and used as toppings, ice cream inclusions or decorative elements. Additionally, Baskin-Robbins will take a longer period of time to find replacements for the decorative elements on its ice cream cakes.

"We are pleased to announce our plans to eliminate artificial colors from our menus in the U.S. by the end of 2018," said Dunkin' Brands Chairman and CEO Nigel Travis. "This is a significant undertaking on the part of our product development teams and suppliers. However, we are committed to meet the evolving needs of our customers, including their preference for more nutritional transparency and simpler ingredients, while maintaining the great taste and the fun, vibrant colors expected from Dunkin' Donuts and Baskin-Robbins products."

In 2014, Dunkin' Brands conducted a comprehensive menu review that resulted in a new product development process focused on reformulating many of its products to enhance menu quality by simplifying ingredient labels and lowering sodium and sugar content without sacrificing taste.

Additionally, the company continues to offer products that broaden the nutritional choices available to consumers through the Dunkin' Donuts DDSMART® and Baskin-Robbins BRight Choices™ menus.

About Dunkin' Brands Group, Inc.

With more than 20,000 points of distribution in more than 60 countries worldwide, Dunkin' Brands Group, Inc. (Nasdaq: DNKN) is one of the world's leading franchisors of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream. At the end of the fourth quarter 2016, Dunkin' Brands' 100 percent franchised business model included more than 12,200 Dunkin' Donuts restaurants and more than 7,800 Baskin-Robbins restaurants. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass.

Media contact:
Michelle King
Dunkin' Brands
781-737-5200
Michelle.King@dunkinbrands.com

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/dunkin-donuts-and-baskin->

[robbins-plan-to-remove-artificial-colorings-from-us-menus-by-end-of-2018-300416898.html](https://www.robins-law.com/robbins-plan-to-remove-artificial-colorings-from-us-menus-by-end-of-2018-300416898.html)

SOURCE Dunkin' Brands

News Provided by Acquire Media