

# Introducing Dunkin' Donuts Ready to Drink Coffee!

**drive**  
dollar sales



**NEW in 2017**

Dunkin' Donuts RTD Iced Coffee

Mocha  
French Vanilla  
Espresso  
Original

- ✓ Dunkin' Donuts Original Blend is the #1 Premium bagged coffee sku and the #1 K-Cup
- ✓ **Original Blend sales are double that of the nearest competitor**
- ✓ Dunkin' Donuts **French Vanilla is the #1 flavored coffee sku**
- ✓ Suggested Retail Price: \$2.69 or 2/\$5
- ✓ Retailer Margin: 38+%



**The Dunkin' Donuts Brand is now available  
in Convenient on-the-go Resealable  
Package!**

**Place an incremental  
shelf of Dunkin' Donuts  
RTD Coffee in your  
Coffee Door!**