

## **It's No Surprise: Dunkin' Donuts Coffee Recognized as Best Coffee in America by NBC's *Today Show***

**Randolph, Mass. (January 8, 2004)** – Millions of Americans got two wake-up calls from Dunkin' Donuts coffee yesterday morning: one from their local Dunkin' Donuts store, and the other on NBC's *Today Show*.

During the morning segment on the state of the coffee industry, the show's supermarket guru, Phil Lempert, emphatically stated that Dunkin' Donuts is the best coffee in the country. "Best coffee in America...For quality and for price," proclaimed Lempert to Matt Lauer on a "Today's Kitchen" segment.

Katie Couric, not formally involved in the segment, gave Dunkin' Donuts coffee two thumbs up and let on that she has a particular fondness for Hazelnut coffee.

"NBC is reporting what our millions of loyal customers already know – we serve great coffee," said John Gilbert, Vice President of Marketing for Dunkin' Donuts. "While we sell more coffee by the cup than any other retailer in the country, no shortcuts are taken – our coffee is consistently excellent. Our team of experts carefully oversee our coffee to ensure a consistently high quality cup – from the coffee beans on the farm to the precise standards for brewing and serving Dunkin' Donuts coffee in stores."

*Today's* Lempert was especially impressed with the value provided by Dunkin' Donuts coffee-by-the-pound, which retails for \$6.99/lb. and is available in stores and online at [www.dunkindonuts.com](http://www.dunkindonuts.com). In an online companion article, Lempert further explains, "Dunkin' Donuts blend of 100% Arabica beans is smooth and mellow. One cup and you'll wonder why Starbucks is in business."

### **About Dunkin' Donuts**

Founded in 1950, today Dunkin' Donuts is the number one retailer of coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more donuts, coffee, bagels and muffins than any other quick service restaurant in America. Dunkin' Donuts has more than 5,800 stores in the United States and 29 other countries. Based in Randolph, MA, Dunkin' Donuts is a wholly-owned subsidiary of Allied Domecq PLC. For more information, visit [www.dunkindonuts.com](http://www.dunkindonuts.com).

**[Click here](#)** for tips on how to brew the "Best coffee in America" at home.