

Dunkin' Donuts Franchise Adds More Members to Company Oversight Council

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CANTON, Mass. - Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, has announced the result of its most recent Brand Advisory Council (BAC) election with twenty-six franchise leaders representing five regions.

The members serve a two year term, providing strategic advice and guidance on brand

initiatives. They attend regular meetings with the senior leadership team at Dunkin' Brands corporate headquarters in Canton, Mass. This group represents the entire franchise community and serves as a forum to exchange ideas, provide feedback, observations and suggestions.

The new franchise leaders will serve alongside returning members, Jim Allen (co-chairman). Danny Bouzianis (Biddeford, ME), Scott Campbell (Great Neck, NY), Neal Faulkner (Upton, MA), Lou Garcia (Manasquan, NJ), Ram Javia (Westminster, MD), Dinart Serpa (Beverly, MA), Perry Shah (Philadelphia, PA), Dave Sisson (Cleveland, OH), Clayton Turnbull (Boston, MA), Rod Valencia (Woodhaven, NY), Mike White (Atlanta, GA), Ed Wolak (Scarborough, ME), George Zografos (South Yarmouth, MA) and John Justo (Providence, RI).

"It is a privilege and honor to serve on the Brand Advisory Committee again this year to represent the Dunkin' Donuts franchise community," said Dunkin' Donuts BAC co-chairman, Jim Allen of Lexington, MA. "I look forward to working with my fellow franchisees and senior management to help address many of the topics that are important to the Dunkin' Donuts network."

"We are always working towards building a stronger franchise system and the BAC plays a critical role in providing senior management with thoughtful and valuable advice and worthwhile perspectives to further strengthen the business," said Nigel Travis, Dunkin' Brands CEO and Dunkin' Donuts President. "We look forward to the contributions of our newly appointed members who join a strong group of dedicated franchise leaders that takes its commitment to Dunkin' Donuts seriously."



The new Brand Advisory additions comes amid other announcements that Dunkin' has planned to cut latte prices in N.Y. According to Julia Scott, "Donuts now sells small 10-ounce lattes for 99-cents in the New York Tri-State area. The deal's end date is under wraps due to the "competitive environment of the coffee sector," a PR rep told me.

You can get the lattes, hot or on ice, in seven flavors, including White Chocolate Latte Lite, Vanilla Latte Lite, Mocha Spice Latte, Mocha Raspberry Latte, Caramel Swirl Latte and Mocha Swirl Latte."

Dunkin' Donuts senior leadership consults with the Brand Advisory Council on a wide variety of topics, including the brand's strategic direction, marketing strategies, menu innovation, operations, technology issues, education and training needs, regional and national meeting agendas and more.

The Dunkin' Donuts Franchise Advisory Council system has been in place for more than three decades and includes operators located in 35 United States across the country.

"Dunkin' Donuts claims to be the "world's Biggest coffee and baked goods chain", serving 2.7 million customers per day at approximately 8,800 stores in 31 countries which includes approximately 6,400 Dunkin' Donuts locations throughout the USA.

This figure compares with the 15,011 stores of coffee chain Starbucks, whose baked goods are usually prepared out of shop. Most Dunkin' Donuts stores are franchises. There are no Dunkin' Donuts "tala" stores anywhere in the state of California, and a notice on the company's web site states that franchises are not being offered in that state. No explanation is given as to why. Only 75 franchisees exist west of the Mississippi River, mostly in Arizona, Nevada and Texas.