

As of June 2, 2014 all Dunkin' Donuts restaurants enrolled in the K-Cup® Program will have the opportunity to order Merchandisers through Franchisee Central. Prior to this, the only way to order a merchandiser was during a commitment window or if you had a new store or remodel.

Dunkin' Brands and the NDCP have partnered with a domestic vendor to manufacture our Merchandisers going forward. In the past, stores have had the option to order 6 different merchandisers. **Dunkin' will only be offering three different merchandisers going forward:**

- **2 ft single sided**
- **2 ft double sided**
- **3 ft double sided**

These sizes will also apply for all new restaurants and remodels. The new Merchandisers will look almost exactly the same as the ones we currently offer with a few minor exceptions: the merchandiser is slightly taller, the new base is made out of metal instead of wood, and the side shelves attach in a different way.

How To Order: If you are currently enrolled in the K-Cup® Program or would like to be (and qualify), Franchisees should order their Merchandisers through the K-Cup® Enrollment Site which is located on Franchisee Central (<https://franchiseecentral.dunkinbrands.com/kcup/>), as this is the current process.

For the few stores that are not enrolled in the K-Cup® Program, and who do not sell K-Cup® packs but still would like to order the merchandiser, they can do so by calling Member Services at the DCP (800-225-2066)

The NDCP currently has a limited supply on hand and will replenish inventory as needed. Please keep in mind lead time could be up to 6-8 weeks. See the attached sell sheets for more merchandiser details.

Contacts:

- For specific questions related to Merchandisers, ordering, delivery, etc. Please reach out to Member Services at the NDCP (800-225-2066)
- For overall questions on the Merchandiser strategy, the enrollment site, and this communication, please reach out to Miles McDonald:
(miles.mcdonald@dunkinbrands.com)

Retail Merchandiser Availability

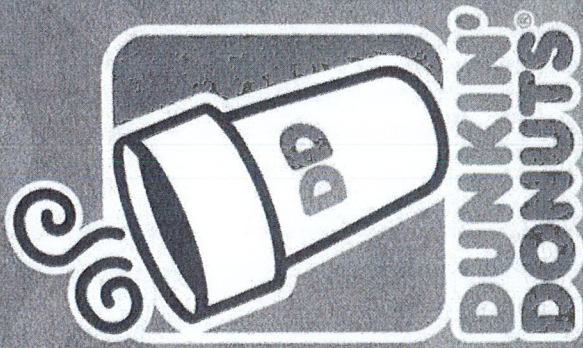
- Permanent Retail Merchandisers are open to the entire chain via Franchisee Central and the K-Cup Enrollment Site. The sizes available are as follows: 2 ft single sided, 2 ft double sided, and 3 ft double sided. This policy, and sizes, will also apply to new stores and remodel.
- If you have a new store or remodel the lead time will remain the same, 3-4 weeks.
- See the attachment for further details.
- For specific questions related to Merchandisers, ordering, delivery, etc. Please reach out to *Member Services at the NDCP (800-225-2066)*. For overall questions on the Merchandiser strategy, the enrollment site, and this communication, please reach out to *Miles McDonald: (miles.mcdonald@dunkinbrands.com)*

Commitment: Front Counter POS Merchandiser NOW OPEN THROUGH JULY 5TH

- A NEW Front Counter Merchandiser, as part of a Wrigley partnership, is available to restaurants FREE OF CHARGE with a one year commitment of 2 Wrigley's products (Orbit & Altoids)
- The first 6 months of the Orbit & Altoids will be supplied by Wrigley, the second 6 months will be franchisee funded
- This merchandiser can be used with or without the glass case merchandiser
- It comes in TWO sizes and is available by commitment through the NDCP NOW through July 5th
- Please see attachment for additional information

Liverpool Football Club Summer Sweepstakes

- **Program Dates:** NOW -7/13
- 3 lucky winners and guests will win the Ultimate VIP fan experience with the LFC squad and Free Iced Coffee for a year
- LFC branded sweepstakes napkins are arriving in stores now (with promotion dates listed).
- **Action Required From Stores:** Switching out current napkins to LFC branded arriving in stores this week (5/26)
- Sweepstakes will live on DD National Facebook tab; mobile users will be brought to the sweepstakes via www.DDLFCSweeps.com (this site won't be live until June 2)



Front Counter Merchandising

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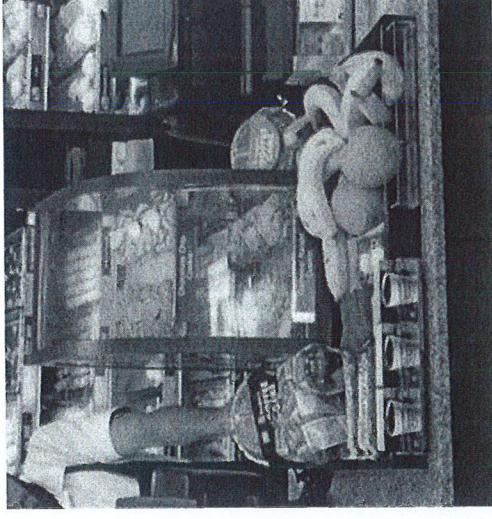
Front Counter Merchandiser Overview (W10)

- We have a great opportunity to drive highly incremental sales and improve our overall presentation across the system through more effective front counter merchandising.

PSC and MSC endorsed.

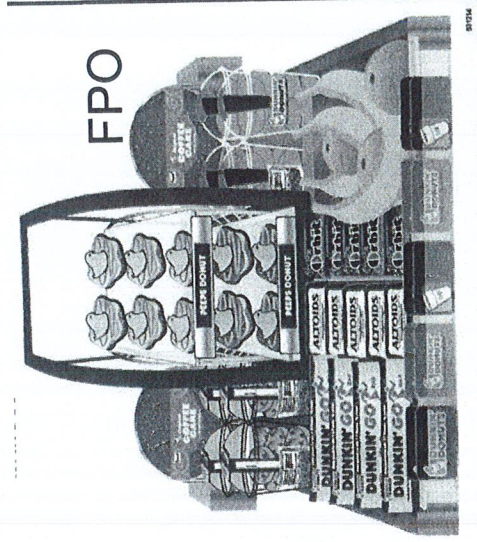
- DBI/DCP has negotiated with Wrigley Company to:
 - Fully fund the base display (\$150 value; no cost)
 - Provide initial fill of free product in exchange for 1yr product inclusion of 2 sku's (Orbit, Altoids) in the display
- The new display helps solve several key needs
 - ✓ Cleans up overall front counter clutter for a neater overall presentation
 - ✓ More consistent guest experience, easier for crew to replenish
 - ✓ Centrally locates products by fitting between the POS stations
 - ✓ Unlocks the potential to effectively sell both GNG and key bakery products simultaneously

Recommendation: W10 introduction in conjunction with national launch of DD Go Bar.



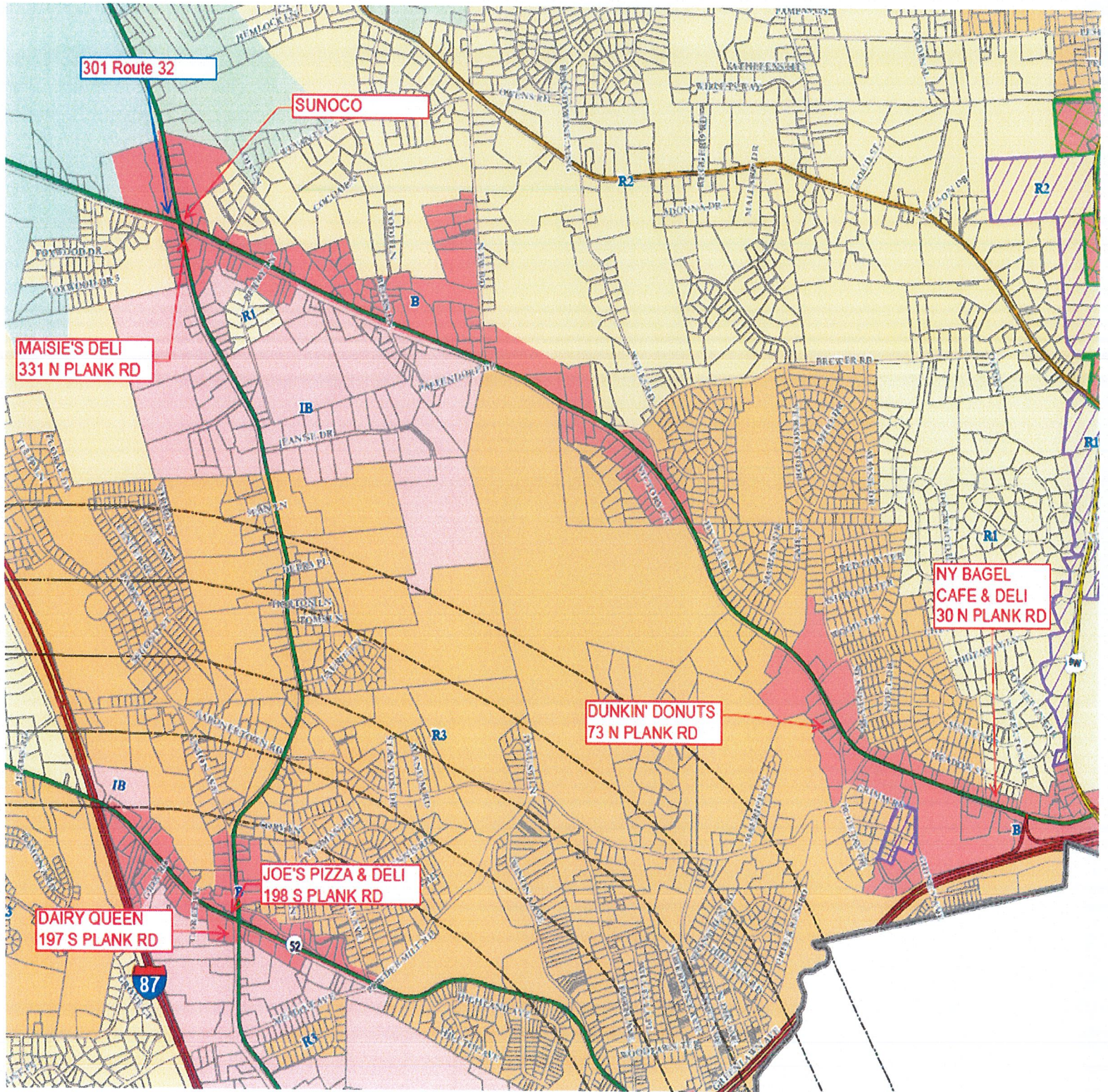
Required Items

- Merchandising Requirements & SKU's
 - DD GO Bar (Original Blend)
 - Orbit Gum; Altoid mints (6 mo sign-up incentive)
 - SRP: \$.59 or 2 for \$1.00; GM: 56%
 - Sales Expectation: Each 8/day * \$.59/pack = \$33 AWS based on 4 month market test
 - Dunkin' cards
 - Must be full all day
 - No empty spaces
 - Rotate product by expiration date
- Optional SKU's
 - GNG Munchkins
 - GNG Cookie bites
 - Bananas; Oranges
 - Coffee Cakes
- Featured Bakery products, i.e. (Glass Case Merchandiser)
 - Supreme Bagels
 - Pretzel Twist
 - LTO Donuts











Town of Newburgh

Orange County, New York

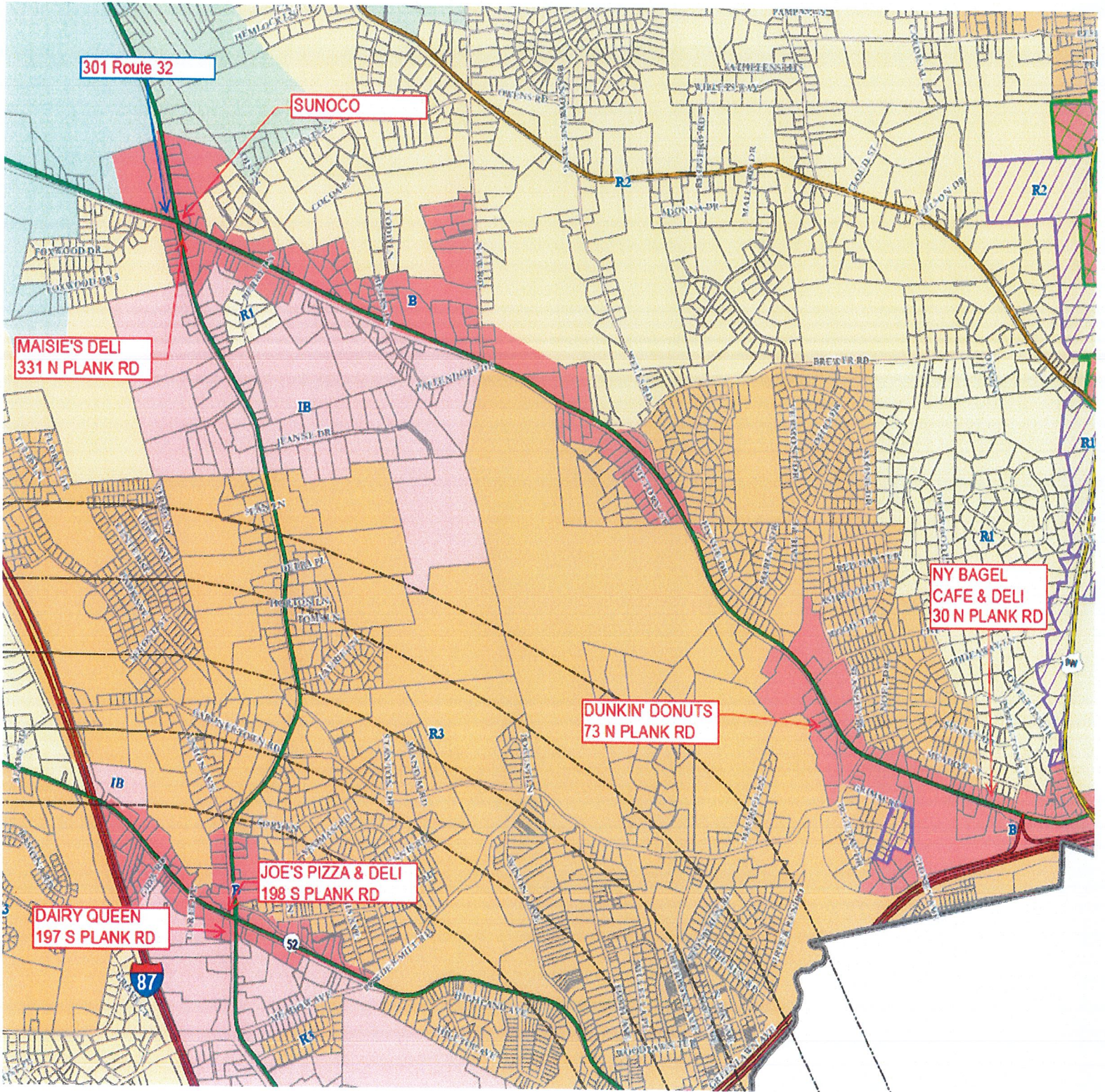


Zoning Districts









 RR, Reservoir	 R3, Residential
 AR, Agricultural	 B, Business
 R1, Residential	 IB, Interchange Business
 R2, Residential	 I, Industrial

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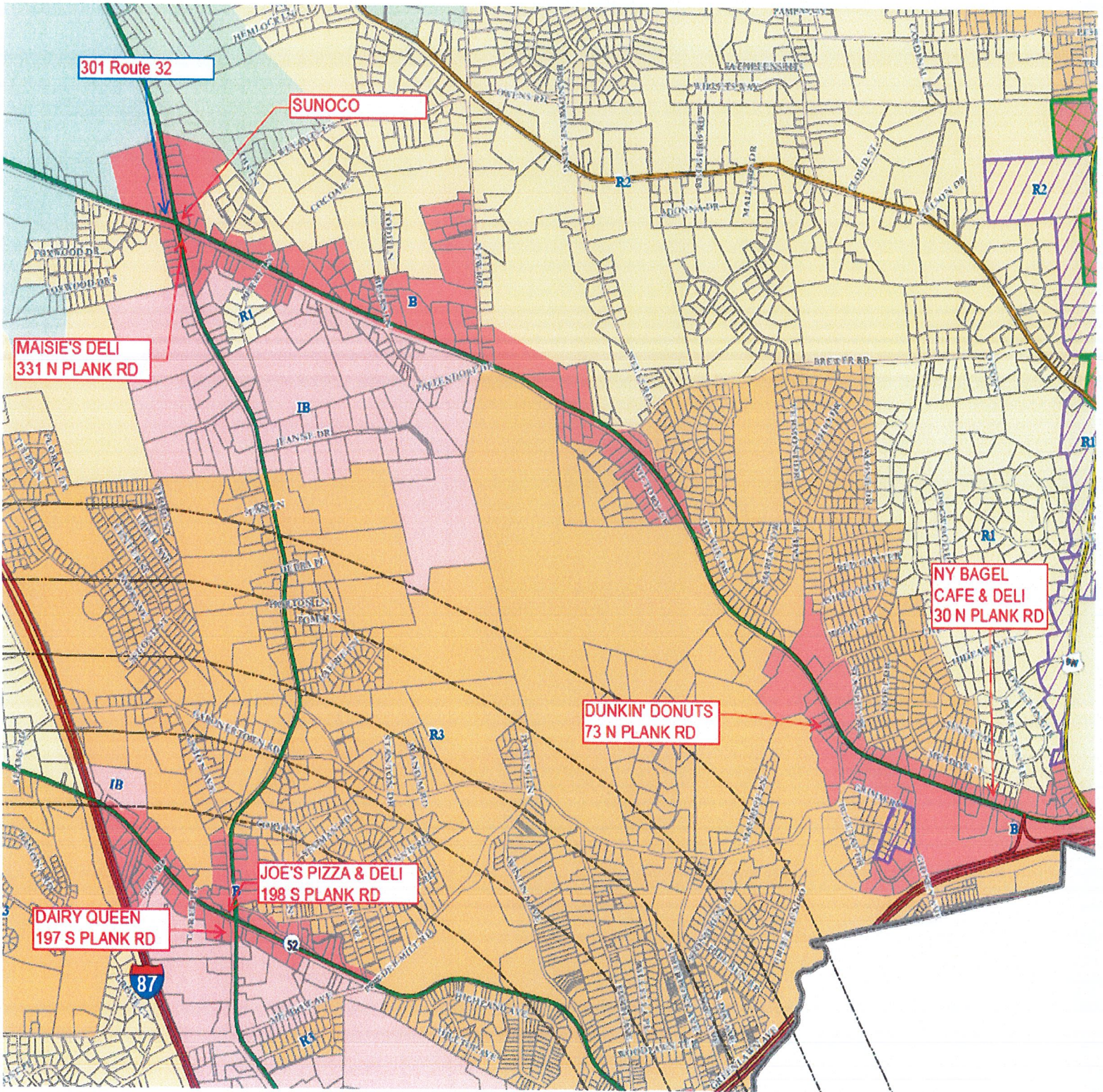


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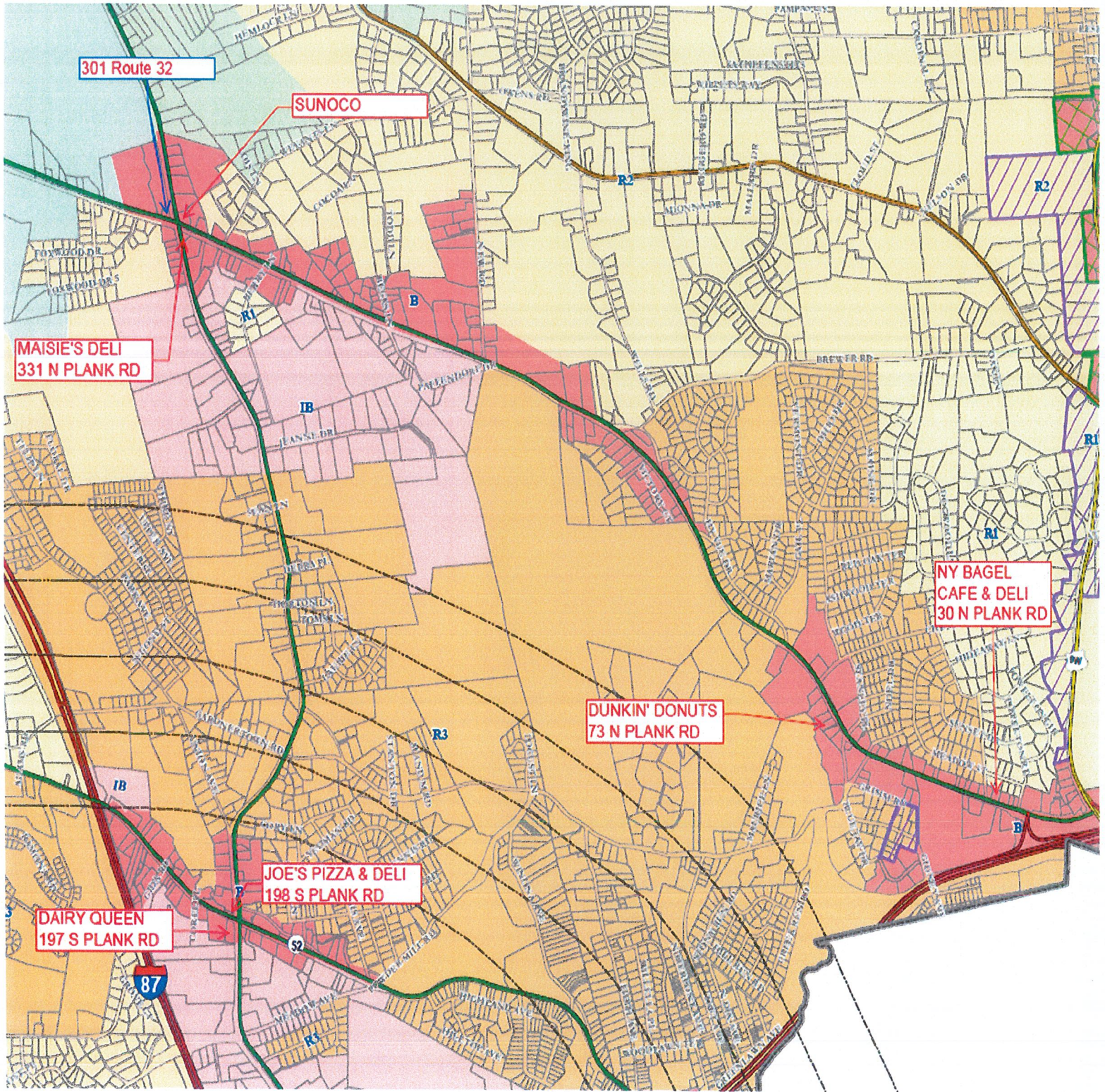


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


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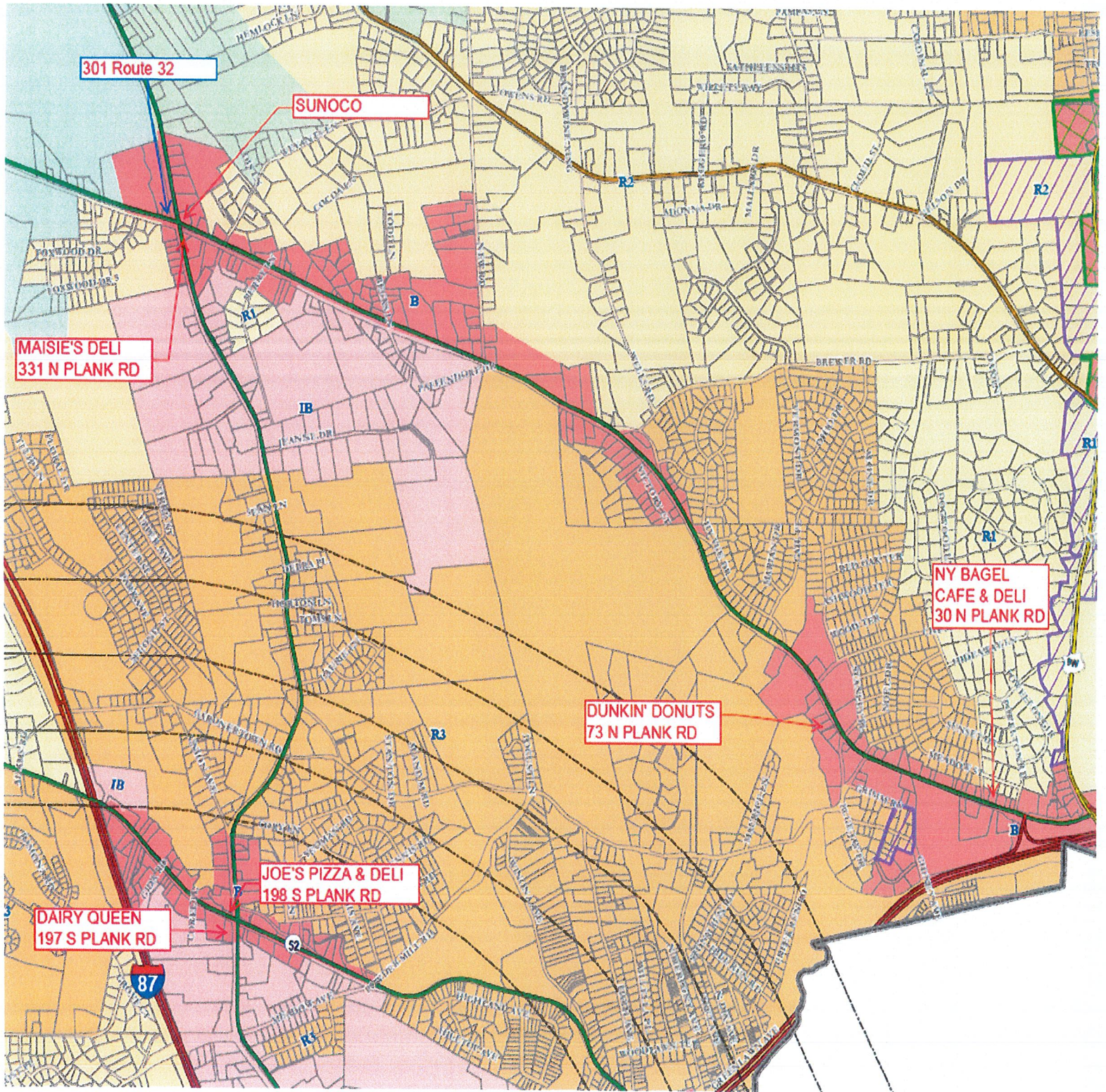


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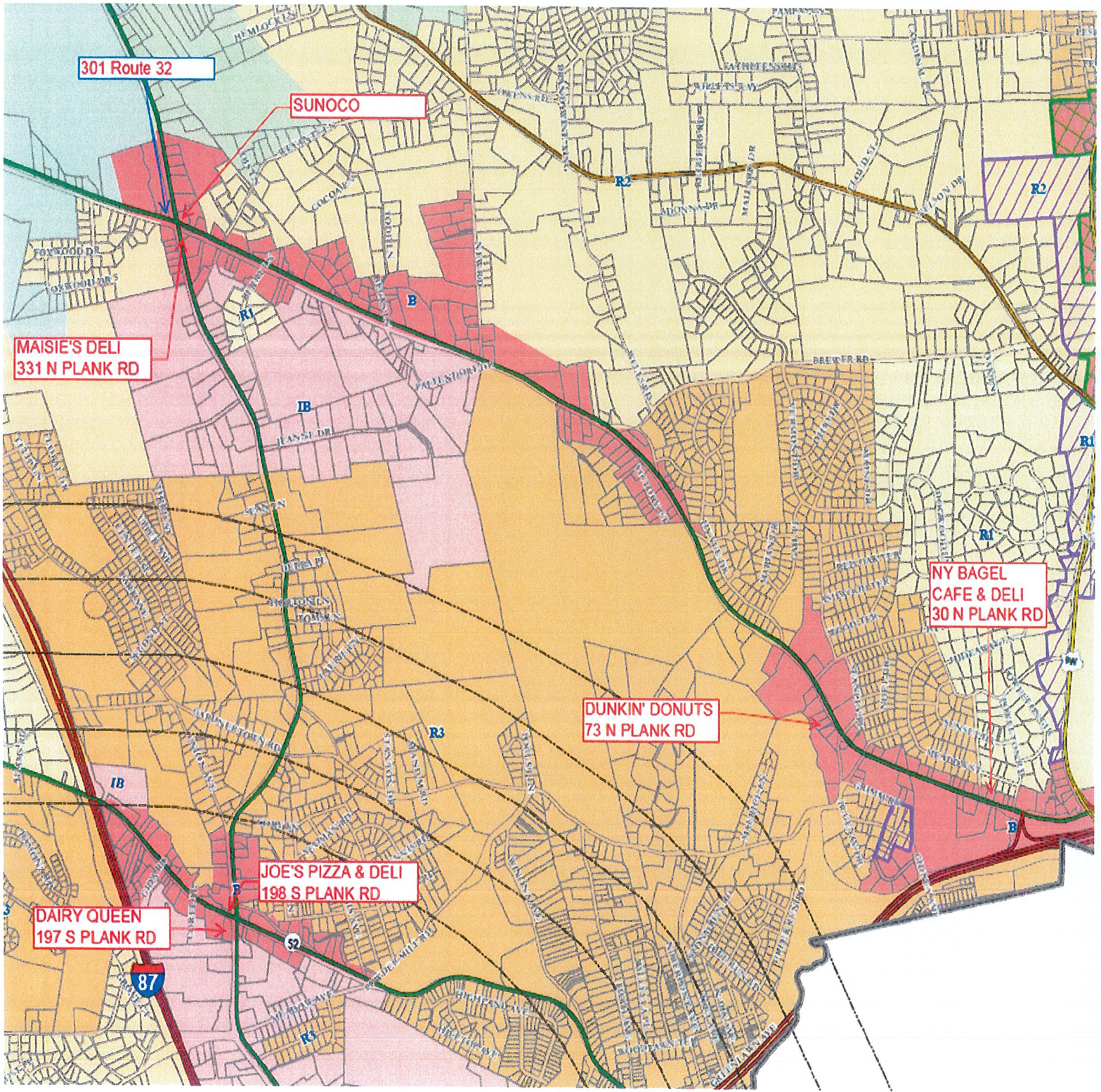


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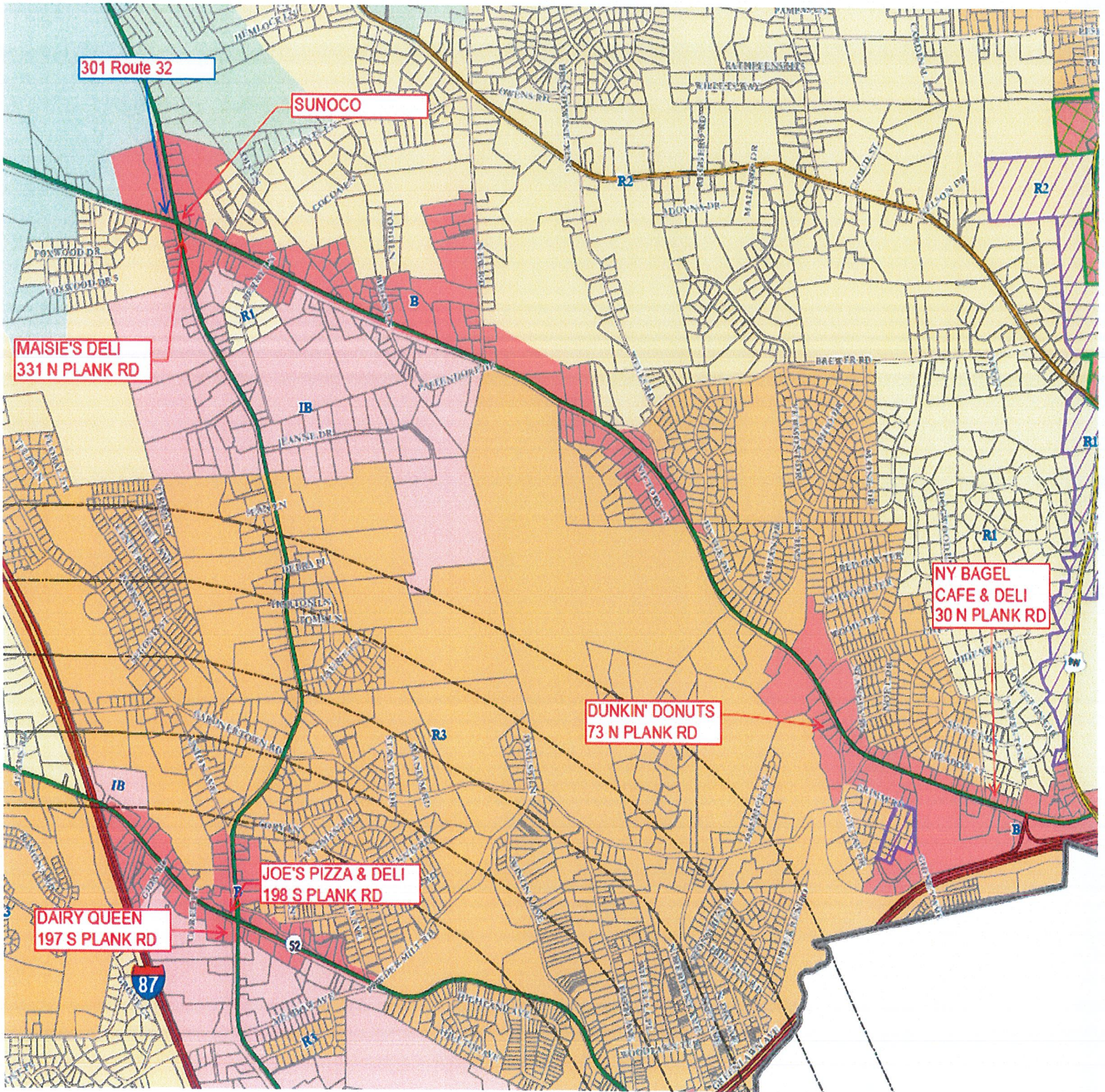


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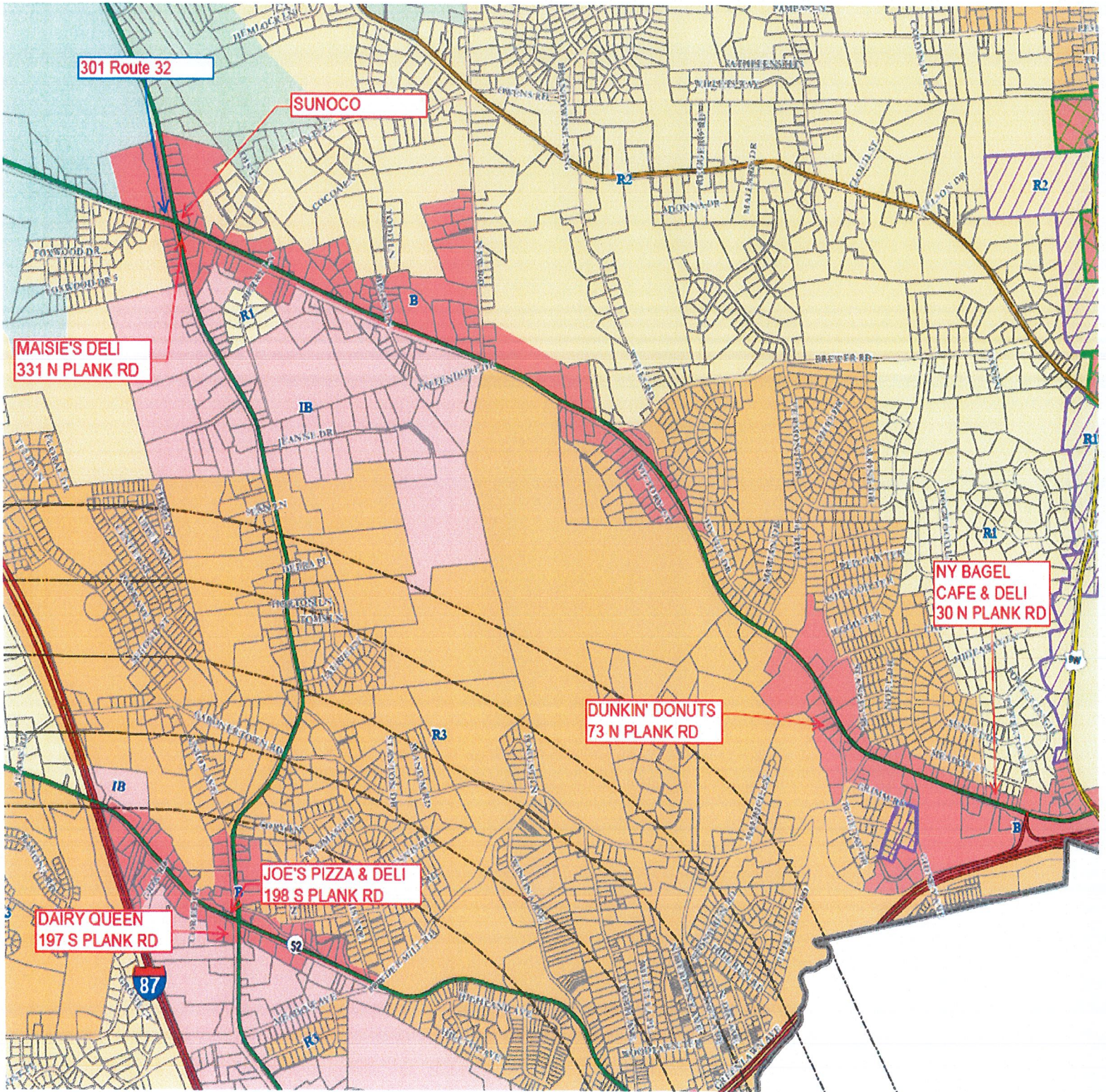


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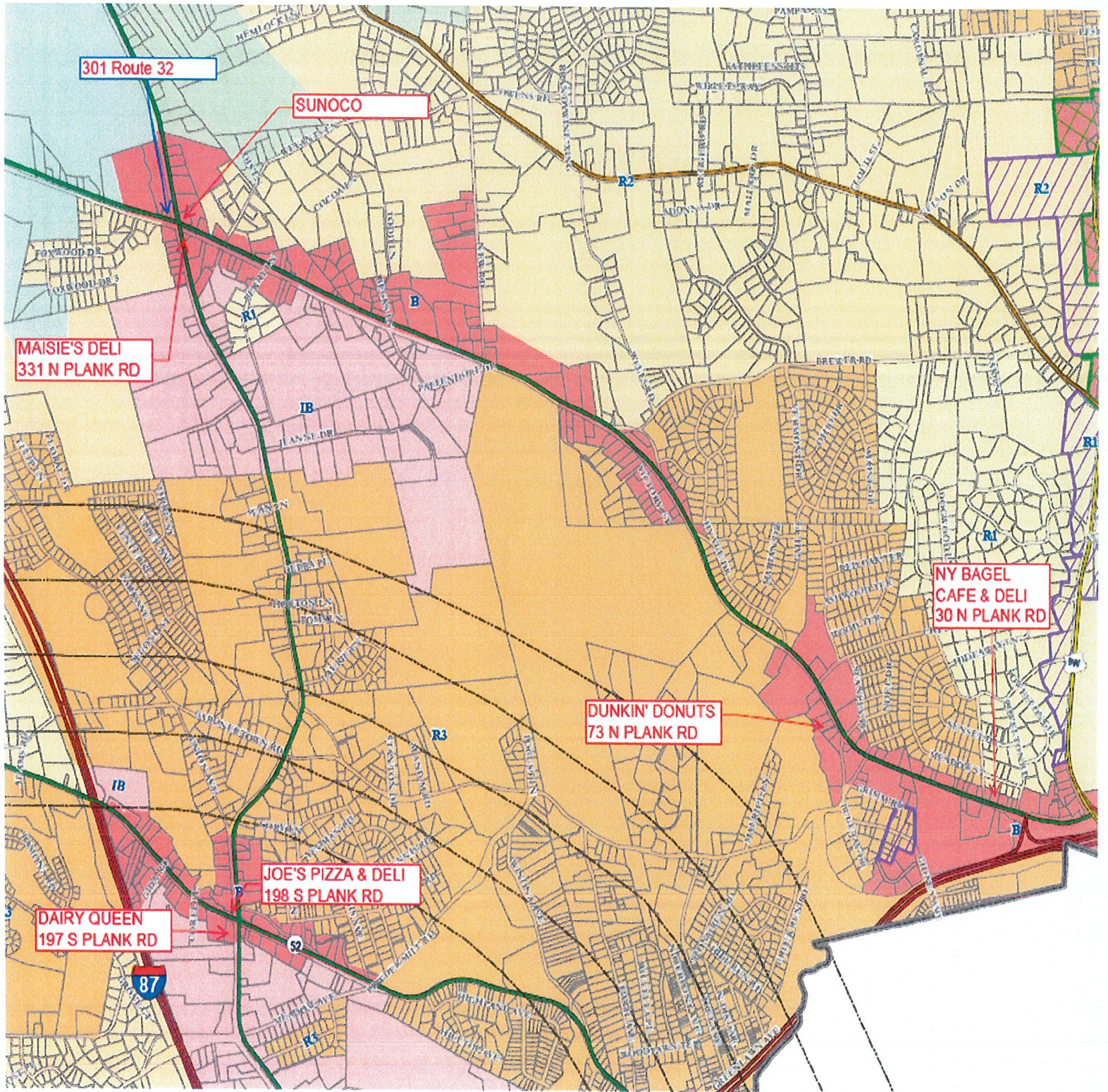


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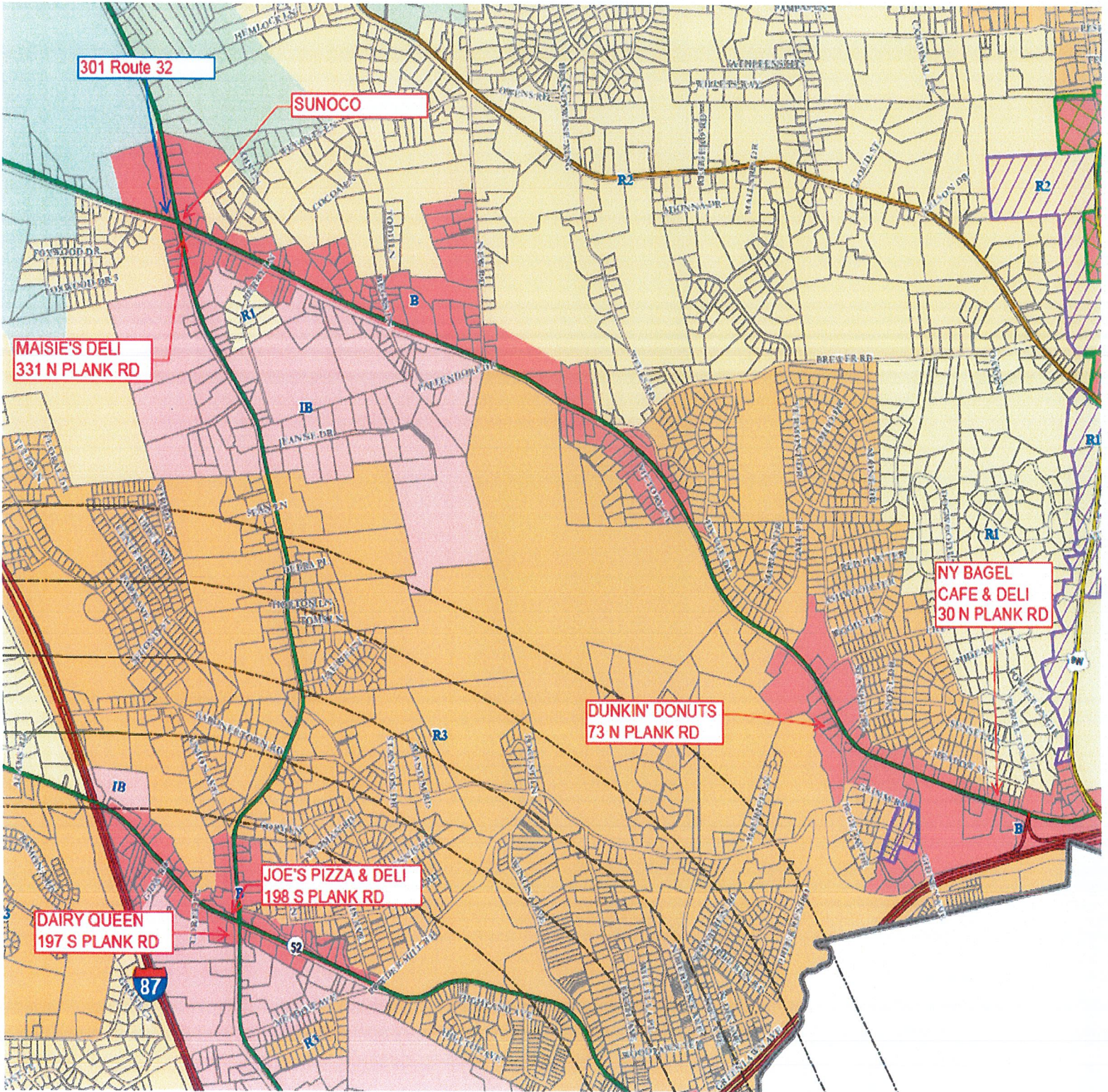


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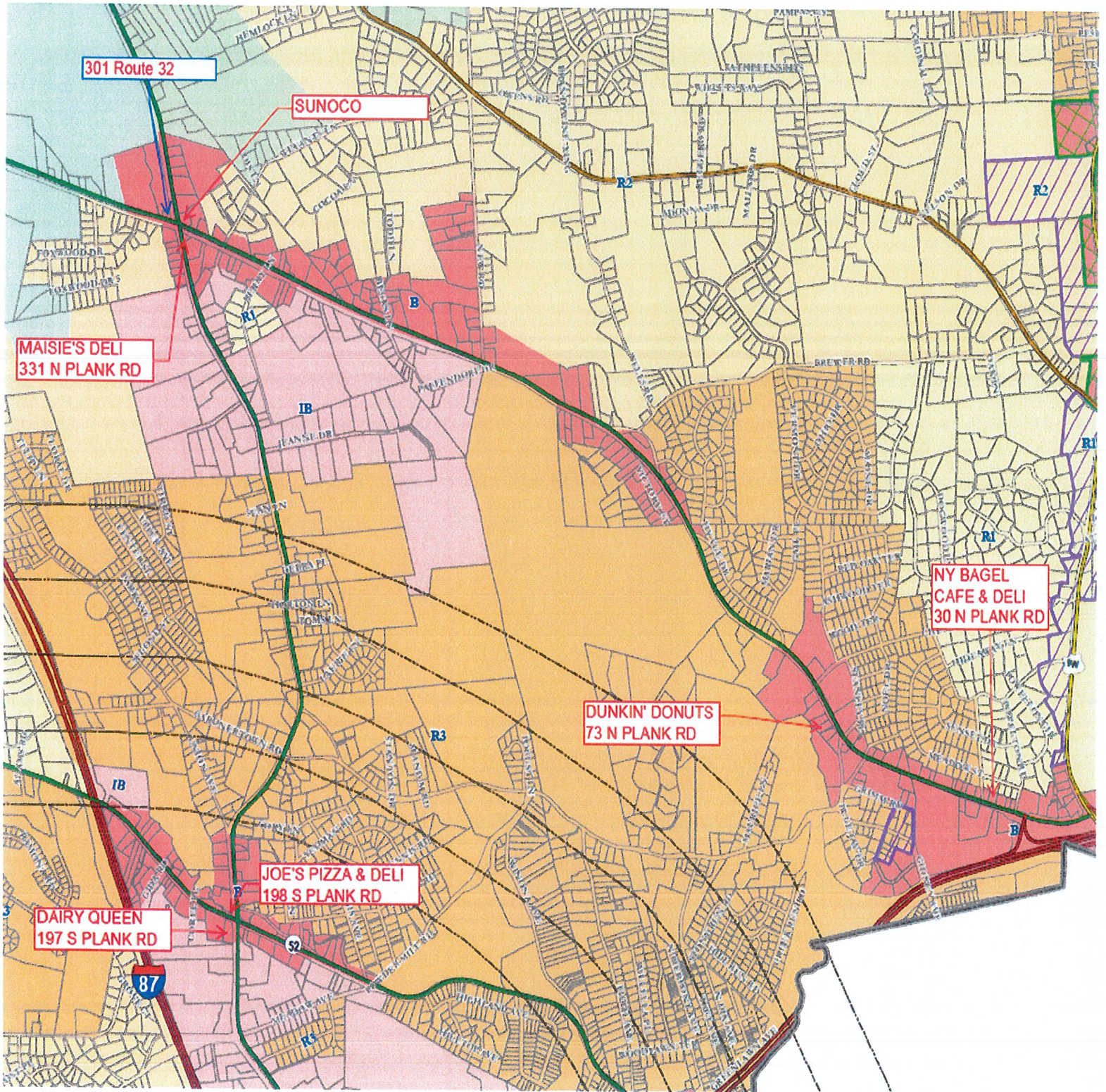


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