

Dunkin' Donuts Opens Grand Rapids, MI for Franchise Sales

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Plans to Develop 70 New Restaurants Throughout the State

Dunkin' Donuts is in the midst of a national expansion to increase its franchise locations in the U.S. Fueling this growth is today's announcement that Grand Rapids, MI is now open for franchise sales with plans to open approximately 70 new restaurants over the next several years. The company's plans call for selling of franchises in Grand Rapids', as well as the surrounding counties of Kalamazoo, Kent, Muskegon, Ottawa, Oceana, Newaygo, St. Joseph, Branch, Calhoun, Van Buren, Barry, Allegon, Ionia and Montcalm.

Dunkin' Donuts' Grand Rapids launch is part of an aggressive national growth strategy, which includes expanding in existing markets while entering new cities throughout the country. The company is actively seeking new franchisees to own and operate a minimum of five new restaurants in Grand Rapids and throughout the country to help direct the company's future growth.

Dunkin' Donuts also recently announced that Detroit, Flint and Lansing are also open for franchise sales with plans to open more than 100 new restaurants in the Detroit area (including the counties of Lapeer, Livingston, Oakland, Sanilac, St. Clair and Wayne), the Flint area (including the counties of Arenac, Bay, Huron, Isabella, Midland, Saginaw and Tuscola), and the Lansing area (including the counties of Clinton, Eaton, Hillsdale, Ingham, and Jackson) areas over the next several years.

"To fulfill our national expansion goals, Dunkin' Donuts is looking for developers with a strong organization and the ability to manage multiple restaurants effectively and successfully in the Grand Rapids market," said Lynette McKee, CFE, vice president of franchising, Dunkin' Brands, Inc. "We also look for some prior restaurant operations and real estate development experience."

Building a network of stores also enables Dunkin' Donuts to invest in a distribution model that ensures consistent, high-quality products that customers expect when visiting a Dunkin' Donuts location. In an effort to keep the brand fresh and competitive, Dunkin' Donuts offers franchisees a variety of designs and venues, including free-standing stores, sites within shopping centers and convenience stores and other retail environments.

According to McKee, "Dunkin' Donuts will satisfy a growing demand in Grand Rapids for high-quality coffee and baked goods that are available all day. Dunkin' Donuts is proud to energize Americans and keep the honest, hard-working, value-driven people of this country running every day -- whether it's in a boardroom, a schoolroom or a construction site. We look forward to being a vibrant part of the community and playing an important role in the daily lives of the people who live and work in Grand Rapids."

Dunkin' Donuts recently launched its new, all-day Oven-Toasted menu. The new platform marks the most significant change to Dunkin' Donuts product lineup since the company launched espresso-based beverages in 2003. The menu items are available nationwide in participating restaurants.

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