DIVERSITY IN FRANCHISING IS OUR GOAL

Dunkin’ Brands, parent company of Dunkin’ Donuts and Baskin-Robbins, is proud to partner with the NAACP on the Diversity in Franchising Initiative. Our inclusive franchising model is designed to result in more economic development opportunities for communities of color.

By working together, we hope to increase the number of franchise businesses owned by people of color in the U.S.
WANT TO OWN YOUR OWN BUSINESS? CONSIDER FRANCHISING.

Franchising can provide many resources to entrepreneurs who are ready to start their own business, like:

- Financing education and assistance
- Recognized brands and products
- National and local advertising
- Networks of support through franchisee advisory councils
- Systems, standards, training and tools to support the business

Visit the “Videos” page on DunkinFranchising.com to learn more about Franchising and Dunkin’ Brands opportunities across the globe.

NAACP ECONOMIC DEPARTMENT INFO

Diversity in Franchising Initiative upcoming events and news:
Visit the “Events” tab at www.NAACP.org/econ
For updates, text ECON to 62227

Check out the Diversity in Franchising Online Toolkit:
Visit the “Resources” tab at www.NAACP.org/econ
WHEN IT COMES TO FRANCHISE OPPORTUNITIES, DUNKIN’ BRANDS HAS A LOT TO OFFER

Finance-Related Support
Not all prospective franchisees may be in a perfect financial situation, or have experience working with commercial lenders. The Dunkin’ Brands Finance team is here to help!

- Local Lender Education for Candidates
- Brand Education for Lenders
- Assistance throughout Qualification Process
- Business Plan Template and Support
- Financing Program for Approved and Financially Qualified Candidates

(Subject to Change)

Development Incentives*
Dunkin’ Brands offers special incentives for qualified franchisees in certain markets to help make the first years of business ownership possible.

Military Veteran Incentives*
Dunkin’ Brands offers national incentives for both brands which may include a discounted Initial Franchisee Fee and/or significantly reduced Royalty Rates.

*Full details can be found in the Dunkin’ Donuts or Baskin-Robbins Franchise Disclosure Documents.

LEARN MORE ABOUT OPPORTUNITIES WITH DUNKIN’ BRANDS:

Dunkin’ Donuts
www.DunkinFranchising.com
dunkinfranchising@dunkinbrands.com

Baskin-Robbins
www.BaskinRobbinsFranchising.com
franchiseinfo@baskinrobbins.com

OR CONTACT US DIRECTLY AT 781.737.5530
ABOUT THE NAACP

Founded in 1909, the NAACP is the nation’s oldest and largest nonpartisan civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities. The NAACP believes, “every person will have equal opportunity to achieve economic success, sustainability and financial security.”

Economic Development - As one of the seven program areas within the association, the NAACP Economic Department aims to enhance the capacity and build the economic security of African Americans, and other underserved groups.

ABOUT DUNKIN’ BRANDS

Dunkin’ Brands is a parent company of two of the world’s most beloved brands – Dunkin’ Donuts and Baskin-Robbins. As one of the fastest-growing quick service restaurant companies, Dunkin’ Brands is proud to be an industry leader in franchising.

Dunkin’ Donuts

Founded in 1950, Dunkin’ Donuts is America’s favorite all-day, every day stop for coffee and baked goods. Today, the brand has more than 11,000 restaurants in 33 countries worldwide and plans to more than double the number of restaurants in the U.S.

Baskin-Robbins

In 1945, Baskin-Robbins was founded in Southern California by two brother-in-laws who shared a dream of starting their own neighborhood ice cream store. Today, the brand is the world’s largest chain of ice cream specialty shops and continues to grow across the globe.