

**David Hoffmann
Chief Executive Officer
Dunkin Brands**

September 24, 2018

Dear Mr. Hoffmann,

I hope this letter finds you well. I was with Dunkin Brands from 1980-1995, first as Chief Marketing Officer for Dunkin Donuts and lastly as President of Baskin Robbins.

Today, I am reaching out to you to join me and many others in creating a more compassionate, sustainable and healthier society. No small task but Dunkin Brands can help by offering a vegan donut. I was vegan even as President of one of the world's largest ice cream companies. Moves like these do not conflict with business success and they can send strong positive messages to your customers.

In 2014, Dunkin' made great strides by becoming the latest top coffee chain to offer a plant based milk option after hearing from thousands of Compassion Over Killing's supporters. Your recent addition of a gluten free brownie shows the value of appealing to diverse customers.

However, you risk falling behind some of your competitors such as Einstein Brothers who just introduced vegan cream cheese and Starbucks which has added numerous vegan items. According to researchers like Nielson, Baum & Whiteman and Mintel, the demand for plant based products is projected to grow and grow.

Make a statement and be the first major chain to offer a vegan donut.

Sincerely,

Glenn Bacheller