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Dunkin' Donuts is now simply Dunkin'



The rebranding is part of the group's effort to transform itself into a premier beverage-led brand

by **HARIZAH KAMEL**/ pic by **MUHD AMIN NAHARUL**

DUNKIN' Brands International has revealed its new brand identity as Dunkin' in Malaysia, in tandem with Dunkin' US's branding that took place last year.

The rebranding is part of the group's effort to transform itself into a premier beverage-led brand.

Golden Donuts Sdn Bhd, the franchisee for Dunkin' in Malaysia, yesterday launched its new outlet in Suria Kuala Lumpur City Centre (KLCC), the first in Malaysia to carry the Dunkin' brand and a "360 store design" concept.

Golden Donuts MD Peter Yu said the rebranding is expected to elevate the Dunkin' experience for Malaysian customers.

"For starters, our new stores will adopt a '360 store design' concept — a warm and welcoming caféstyle approach that prominently highlights Dunkin's coffee culture and menu offerings.

"We are committed to making Dunkin' the preferred choice for customers to recharge for the day with great beverages, delicious food and unparalleled convenience," he said at the launch.

Yu added that four new outlets are also scheduled to open by the end of the year at Toppen Shopping Centre, Tropicana Gardens, light rail transit (LRT) Masjid Jamek and LRT Abdullah Hukum, with an additional 10 outlets set to open next year.

"To rebrand the shop, the cost is around RM100,000 for one outlet, but some shops are under the new brand so it would not be under the rebranding cost," he said.

He said opening a new outlet would cost the company between RM300,000 and RM400,000.

As such, he said the company has set aside up to RM6 million as its capital expenditure in 2020.

Yu said the new branding conveys the company's commitment to energising guests around the world through great-tasting coffee and donuts, while embracing Dunkin's heritage by retaining its iconic front in familiar pink and orange colours, which were introduced in 1973.

From this month onwards, the new branding will appear on in-store packaging, including the brand's advertising, website and social channels in Malaysia.

Soon, the new Dunkin' logo will also be featured on the exterior and interior signages on all new and remodelled stores.

Yu said in line with the brand's coffee and beverage forward strategy, Golden Donuts will progressively expand the Dunkin' beverage menu, including its espresso range.

Some of the recent additions include flat white and caramel macchiato, which will be available at all Dunkin' outlets nationwide from today onwards.

Dunkin' Brands International MD for South-East Asia, China and New Zealand Marc Da Silva said the new branding is just one way to modernise the Dunkin' experience for its Malaysian customers and highlight its coffee quality.

"We put so much emphasis on coffee into the restaurants because we have been offering high-quality delicious coffee since the brand's founding in 1950, so we feel very strongly that this restaurant delivers on our strong coffee heritage," he said.

In addition to expanding its in-store business, Golden Donuts will also expand the Dunkin' brand presence through food delivery and e-commerce platforms.

Golden Donuts is currently partnering GrabFood and Foodpanda on delivery and recently set up its official store on Shopee to tap into digital shoppers.

(Source : <https://themalaysianreserve.com/2019/11/08/dunkin-donuts-is-now-simply-dunkin/>)