

# Orientation Course Overview

## Course Description:

Welcome to the Dunkin' Donuts team! This course will introduce you to the history and culture of Dunkin' Donuts. You'll learn about the typical work environment and brand standards.

Estimated time  
**30**  
minutes  
to complete course

## What You Will Learn:

### Brand Knowledge

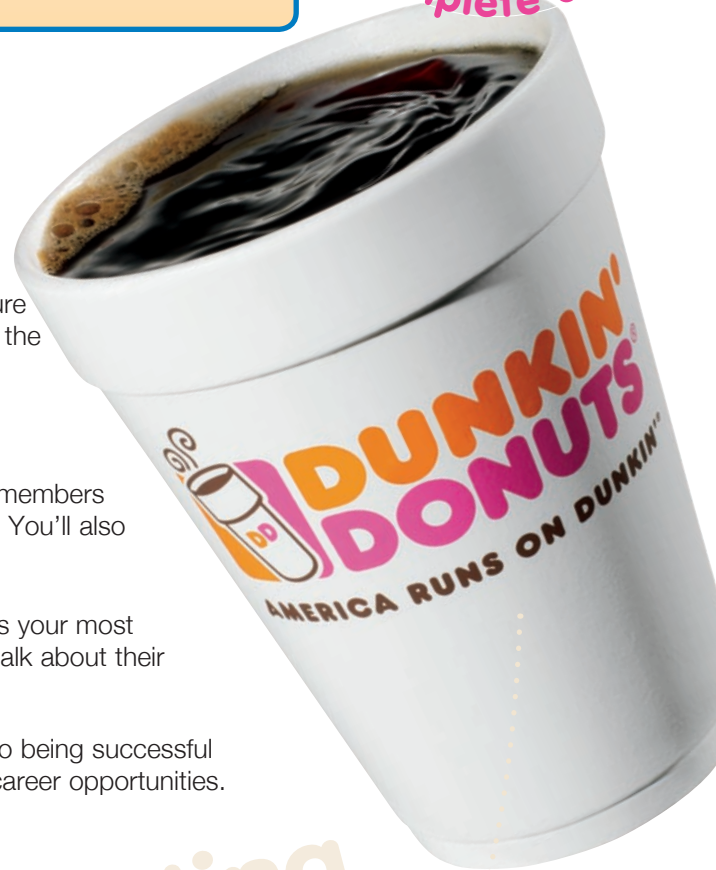
**History and Key Products:** Learn about the history of Dunkin' Donuts, the present, and the future of this great brand. You'll also learn about some of the signature products at Dunkin' Donuts.

### Restaurant Expectations

**Work Experience:** You'll hear from actual crew members about their experiences working at Dunkin' Donuts. You'll also learn some basic brand standards.

**Dunkin' Donuts Guests:** Serving your guests is your most important mission at Dunkin' Donuts. Hear guests talk about their expectations.

**Building Success:** Here you will learn the keys to being successful at Dunkin' Donuts and find out about training and career opportunities.



Getting Started

## Next Steps:

After completing this course, you will have the opportunity to practice with a trainer, review key points, and complete the performance check.



ONE CLEAR PATH

# Orientation Practice

Name (Trainee)

## Brand Knowledge

- When** did the first Dunkin' Donuts restaurant open?
- Where** was the first Dunkin' Donuts restaurant located?
- Who** was the founder of Dunkin' Donuts?
- What** is the name of the parent company of Dunkin' Donuts?
- Where** is the corporate headquarters for Dunkin' Brands, Inc.?
- Are** there Dunkin' Donuts restaurants located outside of the United States?
- What** types of beverages does Dunkin' Donuts offer?
- What** types of bakery products does Dunkin' Donuts offer?
- What** other products does Dunkin' Donuts offer?

## Restaurant Expectations

- What** standards of conduct are expected at Dunkin' Donuts?
- What** are the crew member dress code standards?
- What** is your first priority at Dunkin' Donuts?
- What** are the possible positions on the career ladder?
- What** is the name of the crew member training program?
- What** is the name of the training process at Dunkin' Donuts?



Getting Started

Trainer

Date

# Orientation Review Guide

## Brand Knowledge

### History & Key Products

- Dunkin' Donuts was founded in Quincy, MA, just outside Boston in 1950 by Bill Rosenberg.
- There are over 9,000 Dunkin' Donuts restaurants worldwide.
- Dunkin' Brands, Inc. is the parent company of Dunkin' Donuts and Baskin-Robbins®.
- The corporate headquarters is located in Canton, MA.



### Dunkin' Donuts beverages include:

- Hot Coffee
- Iced Coffee
- Espresso-Based Beverages
- Iced Tea
- Coolatta®

### Dunkin' Donuts also offers:

- Donuts
- Muffins
- Bagels
- Munchkins®
- Breakfast Sandwiches
- Flatbread Sandwiches
- Hash Browns

### Restaurant Expectations

#### Work Experience

- Serving guests is your first priority
- High standards of conduct are expected: **Honest, Friendly, Polite**
- Be a team player
- Come to work properly dressed and on time
- Bring your smile and personality
- Respect your team and guests

### Dunkin' Donuts Guests

- Greet your guests when they enter your restaurant
- Guests expect fast and friendly service
- Make them feel welcome, so they'll return again and again



### Building Success Potential Career Track:

Crew Member •••• ▶ Shift Leader ••• ▶ Assistant Manager ••• ▶ Manager •••• ▶ Franchisee



# Orientation Performance Check

Name (Trainee)

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Getting Started

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