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.

Course Description:

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.

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

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?
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
- Respect your team and guests
- Bring your smile and personality

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

 Trainer

 Date