



PRESS RELEASE

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Dunkin' Donuts Announces new Machesney Park Location Rockford-area franchisee expands northward

MACHESNEY PARK, IL (July 28, 2017) – Coffee and donut lovers in Machesney Park will soon have a new place to enjoy a 'pick-me-up'. Co-owners Vijay Patel and Greg Novak will be commencing construction on their newest Dunkin' Donuts restaurant in Machesney Park, at the intersection of Harlem Road and North Second Street this summer. The restaurant is planned to open by late fall, 2017.

Novak and Patel have been working with Village officials to subdivide an outlot at the northwest corner of Harlem and North Second, in the shopping center that is occupied by Michalsen's Office Furniture. Novak and Patel, who have recently opened three other stores in Rockford, told Village officials that they are excited about their new Machesney Park location and are working under an aggressive schedule to open as soon as possible.

Machesney Park Village President Steve Johnson applauded Novak and Patel for their decision to expand their business in Machesney Park, and said "great things are happening in Machesney Park and we're pleased that Dunkin' is a part of the synergy that is occurring in Machesney Park."

Approximately 20 employees will be hired for the new Dunkin' Donuts locations.

Novak and Patel will be rolling out Dunkin's latest design concept for the Machesney Park location. Known as the "Fresh Brew Original Blend" concept, named after one of their products, the style for the newest Dunkin' Donuts will offer a neutral environment with lighter and brighter tones augmented with the brand's signature pink and orange color accents. The use of versatile seating creates a more comfortable, "take five" environment intended to enhance extended daypart initiatives.

Dunkin' Donuts menu offerings include high-quality, freshly-brewed Hot and Iced Coffees, along with a Rainforest Alliance Certified™ espresso lineup that includes Americano, Cappuccino, Espresso, and Hot and Iced Lattes and Macchiato. Dunkin' Donuts also serves a full menu of Premium Hot Teas, Coolatta® frozen beverages, donuts, bakery goods and sandwiches that pair perfectly with the brand's beverages.

Village of Machesney Park

Dunkin' Donuts will join several new restaurants that have recently located in Machesney Park, including Potbelly Sandwich Shop, Eggspress, and the forthcoming Pita Pit, who plans to open in early August.



Photo credit: Dunkin' Donuts Corporate