Beat: News

Dunkin' Donuts

To Make Big Comeback In Canada

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USPA NEWS - Dunkin' is poised to make a comeback in Canada, with the potential for the first new locations to open as early as later this year. The U.S.-based donut and coffee chain intends to launch hundreds of cafes nationwide, with Quebec and Ontario expected to be the initial focus before expanding to the East and West coasts.

Dunkin’ Donuts is making a major return to Canada,and this time, the plan is big.

Canadian restaurant operator Foodtastic has signed a master franchising agreement with Dunkin’s parent company, Inspire Brands, giving it exclusive rights to develop the brand across Canada.

Canadian restaurant operator Foodtastic has inked a groundbreaking master franchising agreement with Inspire Brands, Dunkin's parent company, unlocking exclusive rights to propel the brand's growth across Canada. Foodtastic CEO Peter Mammas envisions a bright future, estimating Canada could welcome 600 to 700 Dunkin' locations, with nearly 200 sprouting in Quebec. The first new location is slated to debut in late 2026 or early 2027. Mammas notes that while it may take some time to secure sites and franchisees, the possibilities are vast. Dunkin' once thrived in Quebec, particularly in the 1990s, and after a brief hiatus, the brand is poised to reclaim its place in the Canadian market.

Dunkin' is making a timely return to Canada, offering affordable options to consumers at a time when coffee prices are on the rise. Mammas is undaunted by the prospect of competing with Tim Hortons, noting that the brand has lost touch with younger generations. As he puts it, "Tim Hortons is getting old and doesn't resonate with young people." Dunkin's Canadian menu promises to deliver a refreshing mix of hot and iced coffees, espresso drinks, teas, donuts, sandwiches, and snacks, with a focus on cold drinks that will appeal to younger customers. The Canadian coffee market is poised for a significant transformation.

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