



COFFEE FACTS & FIGURES



A Daily Cup Of Joe May Give Your Love Life A Jolt New Dunkin' Donuts Survey Shows Drinking Coffee May Help Turbocharge Your Love Life

(NAPSA)—Can something as simple as a cup of iced coffee actually help to heat up your love life? According to a new survey by Dunkin' Donuts, America's number one retailer of coffee-by-the-cup, taking a coffee break could help reenergize your romance and give your love life a jolt.

As part of this summer's launch of new Turbo Ice, delicious iced coffee blended with a shot of authentic espresso to help supercharge you to power through your day or night, Dunkin' Donuts surveyed almost 1,200 consumers across the country to identify the connection between drinking coffee and a turbocharged love life. According to the results, here's what's brewing:

- Two-thirds (66 percent) of those who drink coffee in a typical week say they are having sex once a week or more. Among those who don't drink any coffee, only 58 percent are having sex once a week or more.

- More than half of those who drink coffee in a typical week (57 percent) say they have sex up to



six times a week, while among non-coffee drinkers, only 47 percent are having sex that often.

- For many coffee drinkers, the brew beats the bedroom. Among those who drink coffee, 42 percent say that coffee is a more important or equally important part of their week than sex.

- Coffee drinkers are more likely to try a variety of ways (i.e., exercising more, vitamins and supplements, even eating oysters) to turbocharge their love life than non-coffee drinkers (55 percent vs. 43 percent).

To provide the boost you need to power through your day or night, Dunkin' Donuts, officially recognized as the Best Coffee in America, has taken its iced coffee lineup to the extreme with the introduction of new Turbo Ice. Turbo Ice promises a coffee break with an extra kick, "bringing you back" with refreshing iced coffee combined with real espresso for twice the coffee flavor.

Turbo Ice is available year-round at participating Dunkin' Donuts stores and can be customized with one of nine cool and delicious flavors, including blueberry, coconut, raspberry, marshmallow, caramel, toasted almond, French vanilla, hazelnut and cinnamon. Coffee lovers can opt for one flavor or choose to creatively combine several, expressing their personal preference for getting supercharged.