

PARTNERS

Commercial
Real Estate
Value-Addvisors

Address

130 Royall Street
Canton, Massachusetts

Square Footage Leased

177,000 RSF

The Company

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running. The company has more than 8,800 restaurants in 31 countries worldwide. In 2008, Dunkin' Donuts' global system-wide sales were \$5.5 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc.

The Challenge

Dunkin Donuts wanted to consolidate into a single roof location. They occupied three separate buildings in Randolph, which were owned and leased. Dunkin Donuts had hired a new CEO who wanted a new headquarters that would re-energize its employees, improve productivity and communication, and provide for future growth.

The Results

We coordinated interviews with three architects. Dunkin Donuts selected one who commenced with a space programming exercise which allowed them to understand its specific needs.

Dunkin Donuts narrowed its selection to three finalists and leased 177,000 SF at 150 Royall Street in Canton, Massachusetts. The introduction of the architect enabled Dunkin Donuts to quantify its needs and through programming test fits, find the building that best met its need.

