Fairtrade America Magazine Design

Laura Nduka

Goals and objectives

- Express Dunkins partnership with Fair Trade
- Highlight their fair treatment of cocoa farmers
- Use engaging visuals to to make the magazine cohesive

Issue 01, November 2026

RAW

Unfiltered Stories Behind the Food We Eat

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FAIRTRADE FOUNDATION



Divine Chocolate impact **pg 10**

Helping Ben & Jerry's provide living incomes **pg 22**

Behind the Bean How Your Daily Dunkin' Run Empowers Coffee Farmers Worldwide pg 28

The Rise and Stall of a Fair Trade Pioneer: The Cafédirect Story **pg 35**

Behind the Bean

How Your Daily Dunkin' Run Empowers Coffee Farmers Worldwide



dunkin runs on fair ingredients

Did you know that every time you buy an Espresso, Cappuccino or Latte beverage from Dunkin' Donuts that you're supporting Fair Trade?

Dunkin' Donuts' espresso beans are 100% Fair Trade Certified™ and selected from only the finest, high-quality Arabica beans. In honor of Fair Trade Month in October, here are a few things you might not know about Dunkin' Donuts' Fair Trade Certified™ Espresso.

Dunkin' Donuts was the first national brand to sell 100% Fair Trade Certified™ Espresso beverages.

In 2004, Dunkin' Donuts partnered with Fair Trade USA to purchase Fair Trade Certified™ coffee beans for our line of espresso beverages that supports the economic and environmental welfare of coffee-farming communities.
As of December 31, 2012, we had purchased over 33 million pounds of Fair Trade Certified™ coffee for our espresso, latte and cappuccino beverages, thus providing additional income to the farmers who grow and harvest it.
By purchasing Fair Trade Certified™ coffee beans for our Espresso beverages, Dunkin' Donuts aids the farmers who grow these beans.
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In addition, Fair Trade's environmental standards have helped many Fair Trade farmers to improve the sustainability of their farms. An estimated 30 percent of producer organizations invest a portion of their Fair Trade premiums.

Dunkin' Donuts made the complete switch from polystyrene foam cups to a double-walled paper cup alternative in 2019.

While this might seem like a small change, this switch is expected to eliminate "approximately one billion foam cups annually from the waste stream." Polystyrene is not only a known hazardous substance and pollutant that can potentially contaminate food or drink contained in it but it also poses an extreme threat to poverty-stricken communities around the world due to the harmful chemicals it produces as it breaks down in landfills. According to the EPA, styrene—what's left when foam cups break down—leaches from landfills into drinking water. It also creates a huge problem with pollution in the oceans.
It can cause liver, kidney or circulatory system problems. This threatens those living in extreme poverty disproportionately because they are most likely to live near landfills

Compost is a nutrient-rich soil additive made from decomposed organic material such as food scraps.

It is created through a natural process called composting, in which microorganisms break down the organic materials over time into a dark, crumbly substance. Composting can be used to improve soil health and fertility in gardens, farms and landscaping, and is a sustainable and eco-friendly way to recycle organic waste and reduce landfill waste.
Compostable materials are divided into two categories: brown and green materials. The difference between brown and green materials lies in their carbon-to-nitrogen ratios. Brown materials are dry, carbon-rich materials that provide structure to the compost pile. This includes materials like twigs, shredded paper, dry leaves and even coffee filters. Green materials, on the other hand, are moist, nitrogen-rich materials that provide the nutrients needed to break down the brown materials. Examples of

Coffee grounds are a popular addition to composting material, and they can have several beneficial effects when added to compost piles.

Coffee grounds are considered green materials, as they are rich in nitrogen, an essential nutrient for plant growth. When added to compost, coffee grounds can increase the nitrogen content, helping to balance the carbon-to-nitrogen ratio that is necessary for effective decomposition.
Coffee grounds can improve the structure of compost by helping to aerate the mixture and improve drainage. This can be especially useful for compost piles that are prone to becoming compacted and waterlogged.
Coffee grounds can attract beneficial microorganisms, such as bacteria and fungi, which help to break down organic matter and create rich, nutrient-dense compost.
It's important to note that while coffee grounds can be a valuable addition to composting material, they should be used in moderation. Excessive amounts of coffee grounds can increase the acidity of the compost,



FARMING FRESH

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Dunkin' Donuts' Fair Trade Certified™ Espresso Beverages are freshly ground and freshly brewed for you when you order. The frothy deliciousness of our freshly ground, freshly brewed Cappuccino, to the rich flavor of our Hot and Iced Lattes, Dunkin' Donuts' Espresso beverages offer our guests the perfect all day, every day boost. Here's a great tip if you haven't tried it already – customize your Cappuccino or Latte with one of our many flavors, like Caramel, French Vanilla or Mocha. So the next time you order an espresso beverage at your local Dunkin' Donuts restaurant.

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Dunkin' coffee flavorings are divided into two distinct categories: Flavor Swirls, which are sweet, creamy, condensed-milk-based syrups, and Flavor Shots, which are unsweetened, zero-sugar, non-dairy flavor extracts.

For those seeking a sweet and indulgent drink, Dunkin's Flavor Swirls offer some of the most popular options on the menu. The Butter Pecan Swirl is widely regarded by coffee reviewers and fans as the brand's single best flavor creation, delivering a buttery, caramelized profile with toasted nut and brown sugar notes that taste rich without feeling purely like liquid sugar. The Caramel Swirl stands as Dunkin's undisputed heavyweight classic, bringing deep brown butter and toasted sugar notes that shine brightest in cold brews topped with caramel cold foam or as a Caramel Craze Signature Latte. For chocolate lovers, the Mocha Swirl delivers an intense, bittersweet chocolate punch that turns coffee into a rich, roasted hot cocoa hybrid, while also serving as the only classic flavor swirl made without dairy. Rounding out the sweet lineup is the French Vanilla Swirl,

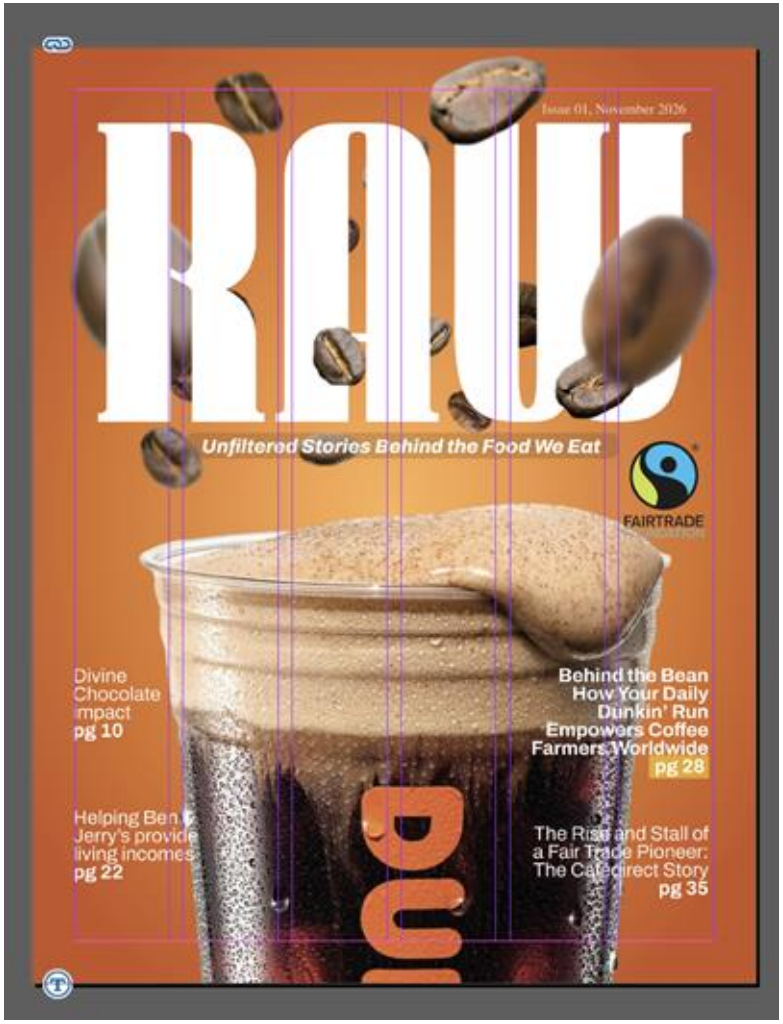
If you prefer a subtle, sugar-free twist, Dunkin's unsweetened Flavor Shots provide rich flavor without added sugar. The Coconut Shot is highly rated across coffee blogs because it relies on natural coconut aroma rather than heavy sugar, giving cold brew or iced coffee a clean, tropical note without tasting artificial. The Toasted Almond Shot adds a warm, nutty roastiness that complements Dunkin's medium-roast blend and pairs exceptionally well with oat milk or hot black coffee, while the classic Hazelnut Shot offers earthy, aromatic warmth. Additionally, the Blueberry Shot serves as a wildcard favorite for iced coffee and cold brew lovers looking for a subtle berry-aroma twist similar to blueberry pancake notes.

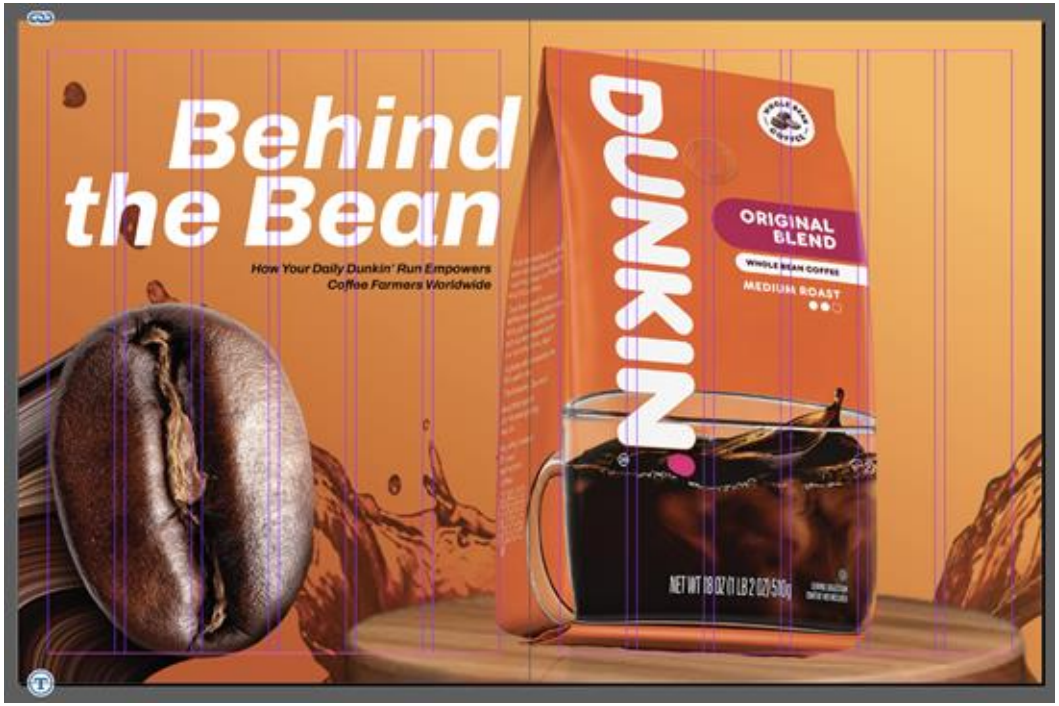
Many baristas and coffee bloggers frequently combine these flavorings to create unique off-menu drinks. A classic favorite is the Turtle Mocha, which blends two pumps of Mocha Swirl with two pumps of Caramel Swirl in a large iced coffee. For a lighter option, the Low-Sugar Mashup combines one pump of Caramel Swirl with two pumps of Unsweetened Vanilla Shot, delivering full caramel flavor for under 60 calories. Another popular combination is the Nutty Coconut, which mixes a Coconut Shot and a Toasted Almond Shot with almond milk in a cold brew.








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DUNKIN'
ORIGINAL BLEND
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