“America runs on Dunkin” worked for a reason. It was true. And it’s still true today. Coffee is an important part of the daily lives of millions of Americans, many of whom choose Dunkin as their preferred wake-me-up hot beverage. But unlike 60 years ago, today’s lifestyle is faster. America has changed, and to keep on helping it run Dunkin needed to change with it.

Cup O’Joe is not just the container for ready-to-go single-serving Dunking coffee. It’s a companion for a lifestyle. Inspired by a classic, the Box O’Joe. Keeping its strengths while adapting to the future.

Cup O’Joe’s design immediately connects to the people. Since most of us are familiar with the traditional Dunkin’s Box of Joe. At the same time, while still keeping its roots, Cup O’Joe dares to show some differences. To prove that it has a solid base from the past but it’s looking at the future.

But it’s not just about looks but function. The new package is made from microwavable safe recyclable plastic and cardboard, perfectly safe materials to be used on any microwave. Giving you control over when and where to enjoy a warm cup of coffee. And while the coffee is hot, your hands should be safe. So just like dad, Cup O’Joe has a sturdy handle. Making it easy to hold, carry and enjoy without risking a burning hand.

Dunkin is looking at the future, but not just any future, a better future. That’s why, besides being microwavable, Cup O’Joe materials are also friendly with the environment. Reusable, recyclable, and affordable.

Simple solutions, for a not so simple cup of joe.