# Dunkin' offers free iced coffee instead of pranks this April Fools' Day



April 1 has long been associated with pranks and corporate gimmicks, but Dunkin’, the well-known coffee and doughnut chain, has opted for a promotional offering rather than a joke this year. To celebrate April Fools' Day, Dunkin' is giving away free iced coffee to customers in any size, with plans to distribute up to a million servings. The promotional giveaway began today and will continue while supplies last.

A company spokesperson elaborated on the intent behind their offer, stating, "At Dunkin’ we know trust issues run high on April Fools’ Day, so we’re skipping the pranks and delivering what our guests can always count on — great coffee. This isn’t a joke, just some extra love for our Dunkin’ Rewards members."

To redeem the complimentary iced coffee, customers must download the Dunkin’ app, sign up for Dunkin’ Rewards, and enter the promo code “ThisIsNotAJoke” when placing their order. The promotion underscores Dunkin's commitment to maintaining customer trust on a day frequently characterised by levity and hoaxes.

As a Massachusetts-based company, Dunkin’ has previously participated in various April Fools' Day antics. In 2022, for instance, the chain cheekily announced a name change to simply “Donuts,” while also offering triple rewards points on doughnuts as part of a light-hearted spin on their branding strategy.

While other brands have unveiled April Fools' Day products that later transitioned into actual offerings, such as 7-Eleven’s quirky selection of hot dog-flavoured seltzers and Velveeta’s eye-catching hair dye collaboration with public figure Julia Fox, Dunkin' has positioned its brand today as a reliable source of caffeine amidst the frivolities.

As the day progresses, coffee lovers hoping to take advantage of Dunkin's promotion are encouraged to act swiftly, given the limited availability of the offer.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.dunkindonuts.com/en> - Corroborates Dunkin's brand and its role as a major coffee and doughnut chain. Provides general information about Dunkin's products and services.
* <https://news.dunkindonuts.com/news/spring-2025-1> - Demonstrates Dunkin's strategy of introducing seasonal favorites and promotional offers, though it does not specifically mention April Fools' Day activities.
* <https://www.mass.gov/guide-to-evidence/article-xi-miscellaneous> - Relevant to understanding Massachusetts-based companies, though it does not directly relate to Dunkin's promotional activities.
* <https://waysandmeans.house.gov/wp-content/uploads/2024/08/Report-of-the-Impeachment-Inquiry-of-Joseph-R.-Biden-Jr.-President-of-the-United-States.pdf> - Irrelevant to the topic of Dunkin' or April Fools' Day promotions.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC10311201/> - Unrelated to the subject matter; discusses digital evidence in criminal cases.