Starbucks vs. Dunkin Donuts

EVELYN DESANTIS
News Editor

Where can you go to get the best cup of coffee? Which establishment has the best atmosphere and the best prices? The age old debate over the superiority of Starbucks or Dunkin Donuts has officially come to an end through a little investigation into the particulars of these establishments. Dunkin Donuts prides itself on catering to the average on-the-go working class American. Portraying the overall atmosphere of a fast food joint, complete with the drive thru window at most locations, individuals are able to grab their food and go in record time. If you want to sit for a while and enjoy your coffee over the morning paper, Dunkin Donuts may not be the best place for you. The small-sized utilitarian tables and chairs do not lend themselves to comfort or prove to be very inviting to customers to stay and stay awhile. While many just assume this establishment to strictly serve coffee and donuts, in recent years Dunkin Donuts has branched out, providing "Anytime Breakfast" including breakfast sandwiches on a bagel or wrap style. The midday meal is also covered at Dunkin Donuts through their new line of flatbread deli sandwiches. Bakery items are no longer limited to strictly donuts and bagels. Customers are able to choose from a variety of cookies, brownies, and the Dunkin Donuts signature "Munchkins" donut holes which appear in a variety of flavors.

In terms of beverages, Dunkin Donuts seems to offer the bare minimum in terms of the variety of beverages one might expect to find at other coffee houses. The choices include iced coffee, smoothie-like "Coolattas," unflavored coffee, and a variety of bottled sodas. Clearly, this establishment has become more geared towards providing meals for hungry business men and women of America than perhaps simply coffee and other beverages. Dunkin Donuts appears to pride itself on the philosophy of "bigger is better" in terms of these meals and the size of their bakery products. McDonald-esque "combo" meals are offered, along with giant cookies and muffins and even the option of an extra large size of coffee or a whole "Box O' Joe" which is the equivalent of ten 10 ounce cups of coffee. However, these inflated meals do not come with equally outrageous prices. The extra large coffee is quite affordable, at 24 ounces for $2.29 or the Box O' Joe for $14.99, to keep the entire office happily caffeinated for the day. While Dunkin Donuts customers appear generally to race through their everyday lives, Starbucks caters more to the coffee connoisseur and laid back artistic types. Immediately upon walking into the establishment, there is a noticeably different mood. Offering Wi-Fi, comfortable plush armchairs and a relaxing sound track playing in the background, one comes to feel quite at home in this coffee house. Dim lighting, rather than the harsh institutional florescent lights that are present in Dunkin Donuts, casts a relaxing glow over the room, allowing the bright sunlight to take part in most of the illumination of the establishment.

The menu also offers "Vivano Smoothies," "Frapuccinos," and "Espressos," suggesting a high class instead of normal, boring sounding beverages. But do these beverages taste as good as they sound? While Dunkin Donuts coffee offers a smooth flavor that isn't overly strong, Starbucks coffee is bitterer and in some cases may be too strong for those who are picky about their coffee beverages. However, when comparing the "Vivano Smoothies" to Dunkin Donuts "Coolattas," Starbucks offers a more appealing deal. While Dunkin Donuts offers simple flavors such as coffee, strawberry, and orange, Starbucks raises the bar with flavors like strawberry banana, orange mango banana, and banana chocolate. Judging this establishment from appearance and the menu names only, one may expect to find quite a pricey menu. In reality, the items at Starbucks are a much better deal than Dunkin Donuts. Here, a small -3ounces of coffee for $1.50 as opposed to Dunkin Donuts 10 ounces for $1.49. While Dunkin Donuts offers a wider selection of bakery items than beverages, Starbucks is just the opposite. Instead of facing a wide wall of bagels, donuts, cookies and muffins, a glass case offers a manger selection of coffee cakes, cookies, and some small cupcakes. Next to the cash register, one is able to find a wide selection of biscuits along with a couple of breakfast mugs and mug cups. No matter which case you look at, you are expressing yourself with tattoos and drink. Which establishment has the best coffee? The area that you want? ^ 5

Alex Dumont. Photo by Steve Guglielmo

Dunkin Donuts appears to have a case full of coffee or a refreshing smoothie, a quiet place to bring some school books or an animal on your foot. A set of utensils and accessories in order to have a campaign for a better future boss might think of your work. Gentlemen could get their tattoo on their bicep, making sure that it is high enough to be covered by the shortest-sleeved button up you own. Men can also get them on their backs. Ladies could have their tattoo on their waist or on your hip. Behind your ear is also an acceptable area (but be careful when you wear your hair up). As a result, it's been said that this spot kills, your ribs are an easy place to hide a tattoo.

There will always be an argument about whether or not tattoos are professional. The answer lies in the person you are asking. If you believe in what you are doing to your body by getting a tattoo, then by all means, get a tattoo. In addition to offering a wide variety of coffee for customers to brew at home, Starbucks also offers a variety of instant coffees and accessories in order to help bring the customer's relaxing experience at the store into their own home. A wide variety of coffee mugs and even tea pots are on sale for purchase throughout the store. Another way Starbucks pulls ahead of Dunkin Donuts is in their commitment to helping the environment. Stating on their coffee mugs that their commitment to a greener Earth through their use of recycled materials makes customers feel good about the products that they buy from Starbucks. They believe that in many ways they are doing their part in preserving the planet. Dunkin Donuts does not appear to have a campaign for a better environment except to be making their cups from recycled paper. So, who wins the overall battle of Starbucks vs. Dunkin Donuts? Based on the criteria analyzed in terms of price, atmosphere, and quality of products and based on the college student demographic, Starbucks takes home the prize in this case. For those who simply need a relaxing environment or a quiet place to bring some school books, work or study, this is the place to be. For those who don't care about that, then by all means, get a tattoo. In conclusion, the establishment with the best coffee is Starbucks, for which I personally find useless age old debate over the superiority which one can make from coffee, tea people than anything. The menu also offers a variety of "Tazo" brand teas as well as some after taste. Customers are more coffee and espresso lovers. Flowers on your forearm. Words or an animal on your foot. A set of wings on your shoulder blades. Whatever the piece, the art form of getting inked is becoming more popular. The majority of students are going into professional business fields when they graduate from Nazareth. Will having a tattoo affect your chances of getting a job in the area that you want? If you are working on the music scene or painting portraits to survive, probably not. Tattoos seem to be more acceptable in the types of businesses where creativity is constantly flowing.

Opinions

KAILYN OUDT
Staff Writer

Many young people today are expressing themselves with tattoos. Flowers on your forearm. Words or an animal on your foot. A set of wings on your shoulder blades. Whatever the piece, the art form of getting inked is becoming more popular. The majority of students are going into professional business fields when they graduate from Nazareth. Will having a tattoo affect your chances of getting a job in the area that you want? If you are working on the music scene or painting portraits to survive, probably not. Tattoos seem to be more acceptable in the types of businesses where creativity is constantly flowing.

However, someone working a 9-5 job at the top of a skyscraper may be weary to flash their colorful piece of art work. They might be concerned that their boss thinks that because they have a tattoo, they are troubled or rebellious or not serious about their work. Bottom line, bosses might think tattoos are treasy. This is not always the case. Individuals that I know who have tattoos have gotten them for more than just a display of creativty. The small, or even larger, tattoos often mean something to the person who decided to get one. Reasons range from honoring a deceased family member, showing a bond between friends, and even a reminder of who we are and what has molded us to be the person we have become. There are places on your body that can be easily concealed if you are worried about what your future boss might think of ink. Gentlemen could get their tattoo on their bicep, making sure that it is high enough to be covered by the shortest-sleeved button up you own. Men can also get them on their backs. Ladies could have their tattoo on their waist or on your hip. Behind your ear is also an acceptable area (but be careful when you wear your hair up). As a result, it's been said that this spot kills, your ribs are an easy place to hide a tattoo.

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