BASKIN-ROBBINS BREWS UP JAMOCAÂ® HEATHÂ® ICE CREAM AS ITS APRIL FLAVOR OF THE MONTH

A New Twist on a Classic Baskin-Robbins Flavor, Jamoca® Heath® Ice Cream Blends

Jamoca® Coffee Ice Cream with Heath English Toffee Candy Pieces

CANTON, Mass. (April 2, 2013) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, today announced Jamoca® Heath® ice cream as its April Flavor of the Month. Combining Baskin-Robbins' Jamoca® coffee ice cream with Heath® English Toffee candy pieces, Jamoca® Heath® ice cream is a creative spin on a classic flavor that is sure to excite ice cream lovers nationwide. In addition, Baskin-Robbins is offering two delicious frozen treats all month long that feature the Jamoca® Heath® Flavor of the Month, the Jamoca® Heath® Waffle Bowl Sundae and the Jamoca® Heath® Cappuccino Blast®.

"Baskin-Robbins prides itself on innovative ice cream creations that surprise and delight our guests when they visit our shops," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. "Jamoca® Heath® ice cream is a delicious new twist on one of our classic Baskin-Robbins flavors, Jamoca®. We're excited to feature it as our April Flavor of the Month for ice cream lovers nationwide to enjoy."

In participating Baskin-Robbins shops nationwide in April, Jamoca® Heath® ice cream is available by the scoop – in a cup or cone – or as a waffle bowl sundae or Cappuccino Blast. The Jamoca® Heath® Waffle Bowl Sundae features Jamoca® Heath® ice cream in a waffle bowl, topped with hot fudge, whipped cream, chopped almonds and a cherry. The Jamoca® Heath® Cappuccino Blast offers a refreshing pick-me-up with the taste of cappuccino blended with Jamoca® Heath® ice cream and chopped Heath® English Toffee candy pieces, topped with whipped cream and even more Heath® English Toffee candy pieces.

The flavor is also available in fresh-packed pints and quarts, so ice cream lovers can bring this delicious flavor home to enjoy with family and friends or to create their own specialty ice cream desserts.* For more information about Baskin-Robbins and its April Flavor of the Month, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins).

*In California, Baskin-Robbins offers fresh-packed ice cream in two sizes: small (12 oz) and regular (1 lb., 8 oz).