BASKIN-ROBBINS ROLLS OUT THE RED CARPET WITH JANUARYâ€™S AWARD-WORTHY FLAVOR OF THE MONTH, MOVIE THEATER POPCORN

Brand Also Brings Back Free Waffle Cone Offer and Serves Up Other Delicious, Seasonal Treats to Kick Off the New Year

CANTON, Mass. (January 6, 2013) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, is rolling out its red carpet in celebration of the awards show season and kicking off 2014 with its new Flavor of the Month, Movie Theater Popcorn. This show-stopping treat features popcorn-flavored ice cream and butter popcorn crisp pieces all wrapped together with a salty caramel ribbon and is the perfect treat to serve at any awards show viewing party. The brand is also celebrating the New Year by offering guests a free freshly-baked waffle cone upgrade with the purchase of a double scoop of ice cream at participating locations.

"We're excited to introduce a new Flavor of the Month that combines both sweet and salty elements, creating a fun and delicious treat perfect for movie aficionados and ice cream enthusiasts to enjoy this awards show season," said Stan Frankenthaler, Executive Chef and Vice President of Product Innovation for Dunkin' Brands. "At Baskin-Robbins, we strive to provide guests with deliciously innovative products, and we think Movie Theater Popcorn is a great addition to our award-worthy lineup of flavors and frozen treats."

Baskin-Robbins' Movie Theater Popcorn ice cream is available by the scoop – in a cup or cone – and in a special Movie Theater Popcorn Waffle Bowl Sundae with caramel praline topping, whipped cream, a cherry and chopped almonds. The flavor is also available to take home in fresh-packed pints and quarts.*

For guests looking to celebrate the biggest game of the season, Baskin-Robbins' new Football Cake is sure to be a touchdown at any game day party. This all ice cream cake scores winning points at every game-day party and can be customized with a guest's favorite flavor and favorite team. Available in participating stores nationwide from January through early February, this cake serves 10-12 people.

In addition, to help kick off the New Year Baskin-Robbins is offering guests a refreshing and fruity lineup of smoothies, including its classic Strawberry Banana, Tropical Banana and Mango Banana Smoothies. Each smoothie is made with real fruit beverage bases, bananas and non-fat vanilla-flavored frozen yogurt. Also available are Baskin-Robbins' Caramel Banana 31° Below and Caramel Banana Soft Serve Parfait. These tasty treats feature smooth and creamy vanilla soft serve with bananas and caramel praline topping.

For more information about Baskin-Robbins' wide variety of ice cream flavors and frozen desserts, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins), Twitter (www.twitter.com/BaskinRobbins) or Pinterest (www.pinterest.com/baskinrobbins31).

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