BASKIN-ROBBINS LAUNCHES BETTER-FOR-YOU SUPER YUMBERRY GREEK FROZEN YOGURT JUST IN TIME FOR SUMMER

In addition to the brand's first Greek frozen yogurt, Baskin-Robbins is offering guests a range of better-for-you choices from its BRight® Choices menu

CANTON, Mass. (May 1, 2014) – Summer is right around the corner and Baskin-Robbins, the world's largest chain of ice cream specialty shops, today introduced its first-ever Greek frozen yogurt, Super Yumberry Greek Frozen Yogurt. As the latest addition to Baskin-Robbins' BRight Choices® lineup, Super Yumberry Greek Frozen Yogurt is a refreshing blend of yumberry-flavored Greek frozen yogurt swirled with a super fruit Triple Berry ribbon. The flavor has 130 calories per 2.5 oz scoop and includes beneficial live and active cultures. Baskin-Robbins is also offering guests a trio of Super Yumberry Greek Frozen Yogurt Smoothies in exotic flavors including Strawberry Yumberry, Mango Yumberry and Tropical Yumberry.

The new Greek frozen yogurt flavor complements Baskin-Robbins' range of better-for-you flavors that are available at participating restaurants nationwide this spring and summer, including dairy free, no sugar added, premium churned reduced-fat and frozen yogurt options. Baskin-Robbins' current lineup of BRight Choices flavors includes:

- Fat Free Vanilla Frozen Yogurt - A delicious and classic flavor featuring creamy, fat-free, vanilla-flavored frozen yogurt.
- Premium Churned Reduced-Fat No Sugar Added Caramel Turtle Truffle - Reduced-fat, no sugar added vanilla-flavored ice cream packed with caramel-filled milk chocolate flavored turtles and a caramel ribbon.
- Premium Churned Reduced-Fat No Sugar Added Pineapple Coconut - A "desserted island" treat, featuring reduced-fat, no sugar added pineapple and coconut-flavored ice cream, with chunks of pineapple.
- Daiquiri Ice - A refreshing, summery lime ice with a splash of rum flavoring.

"We're excited to introduce our first-ever Greek frozen yogurt flavor to give our guests yet another better-for-you option to enjoy as we head into the summer season," said Jeff Miller, Executive Chef and Vice President of Culinary Innovation at Dunkin' Brands. "At Baskin-Robbins, we're committed to offering our guests a wide variety of frozen treat options to fit their individual lifestyle needs, and our Super Yumberry Greek Frozen Yogurt is a delicious, better-for-you addition to our flavor lineup."

In participating Baskin-Robbins shops nationwide in May and June, Baskin-Robbins' new Super Yumberry Greek Frozen Yogurt is available by the scoop - in a cup or cone - as well as in fresh-packed pints and quarts, so frozen treat lovers can bring the flavor home to enjoy with family and friends.*

For more information about Baskin-Robbins' summer flavors and its new Greek Frozen Yogurt, 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).