BASKIN-ROBBINS PACKAGED ICE CREAM AND ICE CREAM BARS NOW AVAILABLE IN GROCERSâ€™ FREEZERS ACROSS THE COUNTRY

Lineup Features Classic Baskin-Robbins Flavors Including Pralines ‘n Cream, Jamoca® Almond Fudge, Gold Medal Ribbon and Mint Chocolate Chip

CANTON, Mass. (May 20, 2014) – Baskin-Robbins, the world’s largest chain of ice cream specialty shops, and Boardwalk Frozen Treats, the sales, marketing and distribution partner for Baskin-Robbins ice cream and frozen treats sold in grocery stores in the U.S., today announced that a flavorful range of Baskin-Robbins packaged ice cream and ice cream bars is now available at thousands of grocery stores across the U.S. Now, ice cream lovers can pick up many of Baskin-Robbins’ most well-known flavors in their grocers’ freezers.

The new Baskin-Robbins 14oz ice cream cartons are available in 16 delicious flavors, including favorites like Pralines 'n Cream, Mint Chocolate Chip, Cookies 'n Cream, Jamoca® Almond Fudge, Gold Medal Ribbon® and Old Fashioned Butter Pecan. In addition, three varieties of chocolate coated ice cream bars are now available, including Mint, Jamoca® and World Class® Chocolate. Some of the many retailers carrying Baskin-Robbins’ packaged ice cream and ice cream bars include A&P, Albertsons, Cub Foods, H-E-B, Jewel-Osco, King Kullen, Kings, Meijer, Shaw’s, Ralphs and Tops, among others.

“With summer just around the corner, we’re excited to offer shoppers our selection of Baskin-Robbins packaged ice cream and ice cream bars at grocery stores across the country,” said Tom Delaplane, CEO of Boardwalk Frozen Treats. “Baskin-Robbins has been an ice cream flavor innovator and leader for nearly 70 years, so we’re thrilled to bring the brand’s premium ice cream to even more people in the U.S.”

For more information about the new Baskin-Robbins packaged ice cream and ice cream bars, and for a full list of grocery chains carrying the new ice cream treats, please visit www.BaskinRobbinsAtHome.com.

More information can also be found on Facebook (www.facebook.com/BaskinRobbinsAtHome), Twitter (www.twitter.com/BaskinAtHome) and Pinterest (www.pinterest.com/BaskinAtHome).

About Boardwalk Frozen Treats

Boardwalk Frozen Treats, LLC, is Dunkin’ Brands’ sales, marketing and distribution partner for Baskin-Robbins ice cream and frozen treats sold in grocery stores in the United States. Its mission is to bring the flavors and fun of Baskin-Robbins to consumers every day through a packaged ice cream and frozen treats line available in the grocer’s freezer. It supports this goal with a corporate team of ice cream industry leaders who are committed to providing the high quality, flavor variety and fun of Baskin-Robbins. Boardwalk Frozen Treats is headquartered in Lafayette, CA. For more information, visit www.BaskinRobbinsAtHome.com.