BASKIN-ROBBINS CELEBRATES NATIONAL ICE CREAM MONTH WITH FREE WAFFLE CONE OFFER AND NEW OREOÂ® â€™N CAKE BATTER FLAVOR OF THE MONTH

Baskin-Robbins invites guests to celebrate National Ice Cream Month with frozen treats featuring OREO® cookie pieces and a free waffle cone upgrade with the purchase of a double scoop

CANTON, Mass. (July 1, 2014) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, is kicking off National Ice Cream Month today with a free waffle cone offer and a variety of delicious frozen treats featuring OREO® cookies, AMERICA'S FAVORITE COOKIE®. Running all National Ice Cream Month and through the end of the year, guests can upgrade their double scoop of ice cream with a free freshly-baked waffle cone, which is also the perfect complement to the new July Flavor of the Month, OREO® 'N Cake Batter. The new Flavor of the Month features cake-flavored ice cream, OREO® cookie pieces and a chocolate cake batter ribbon.

For those looking to celebrate America's birthday this month, Baskin-Robbins is dressing up its classic Celebration Cake with patriotic red and blue ribbons and star sprinkles. Baskin-Robbins is also featuring an OREO® Cookie Cake which is drizzled in dark chocolate, adorned with a circle of OREO® cookies on top and edged with a fudge border. Both cakes are now available at participating Baskin-Robbins locations nationwide and can also be ordered through Baskin-Robbins' new online cake ordering website.

Additional OREO® cookie-themed frozen treats available at participating Baskin-Robbins shops this month include:

- OREO® 'N Cake Batter Milkshake - Features the delicious new Flavor of the Month blended with milk and simple syrup for a refreshing treat.
- OREO® Ice Cream Cookie Sandwiches - These cool treats are made-to-order with a guest's favorite ice cream flavor sandwiched between two OREO® Cookie Wafers. The OREO® Ice Cream Cookie Sandwiches are also available in pre-made 6-packs at participating Baskin-Robbins shops nationwide.
- OREO® 31 Below® Line-Up – A variety of 31 Below frozen treats featuring smooth and creamy vanilla Soft Serve blended with OREO® cookie pieces. Options include OREO® 'n Chocolate blended with hot fudge, OREO® 'n Caramel blended with Caramel Praline topping and classic OREO® Cookies 'n Cream.

"National Ice Cream Month is one of our favorite times of the year and we're excited to celebrate with our guests by offering them delectable frozen treats and a free freshly-baked waffle cone upgrade with their double scoop," said Jeff Miller, Executive Chef and Vice President of Product Innovation for Dunkin' Brands. "Our flavorful lineup of OREO® cookie-inspired frozen treats also gives our guests an opportunity to enjoy one of the most iconic cookies in fun and creative ways all month long."

Available at participating Baskin-Robbins shops nationwide this month, OREO® 'N Cake Batter is available by the scoop - in a cup or cone - as well as in fresh-packed containers, so frozen treat lovers can bring the flavor home to enjoy with family and friends.

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

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