

BASKIN-ROBBINS BRINGS BOBSLED BROWNIE, A FAVORITE FLAVOR INSPIRED BY THE SPORT OF WOMEN’S BOBSLEDDING, OUT OF THE DEEP FREEZE

CANTON, Mass. (December 7, 2011) – ‘Tis the season to enjoy ice cream whether it’s by reliving a moment in history with Bobsled Brownie, a flavor that was inspired by the 2002 women’s bobsled victory in Salt Lake City, or by giving the gift of ice cream and purchasing a Baskin-Robbins gift card for everyone on your holiday list.

Back by popular demand, Bobsled Brownie has come out of the Deep Freeze for a limited time and is available at Baskin-Robbins shops during the month of December. Ice cream fans will be dashing through the snow to enjoy this favorite flavor that features a combination of butter caramel ice cream with chocolate chip blondie brownie pieces and milk chocolate mousse ice cream with a fudge crackle ribbon.

“Baskin-Robbins is known for creating ice cream flavors that mark moments in history whether based on a sporting event or an impact on pop culture,” said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin’ Brands. “We’re excited to bring back this popular winter flavor for a limited time for our guests to enjoy all month long.”

Baskin-Robbins is offering Bobsled Brownie ice cream nationwide, for a limited time only, and is available by the scoop – in a cup or cone – or as a Baskin-Robbins classic sundae. The flavor is also available in hand-packed pints, quarts and half-gallons so ice cream lovers can bring Bobsled Brownie home to enjoy with family and friends or create their own specialty ice cream desserts.*

Baskin-Robbins’ unique cakes and gift cards make perfect gifts during the holiday season and all year long. Gift cards can be purchased in any amount between \$2 and \$100 at participating shops or online at www.BaskinRobbins.com and never expire. To make this holiday gift even more special, Baskin-Robbins gift cards can be personalized online with a favorite photo or customized message, accompanied by a high-quality, custom designed greeting. Gift cards can also be purchased in bulk online at www.BaskinRobbins.com.

*In California, Baskin-Robbins offers hand-packed ice cream in three sizes: small (12 oz), regular (1 lb., 8 oz), and large (3 lb.).

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About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine’s 31st annual Franchise 500® ranking, Baskin-Robbins is the world’s largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,000 retail shops in 33 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin’ Brands, Inc. family of companies. For further information, visit www.baskinrobbins.com.