

## BASKIN-ROBBINS CELEBRATES PERENNIAL FAVORITE, JAMOCA<sup>®</sup> 1/2 ALMOND FUDGE, AS ITS APRIL FLAVOR OF THE MONTH

CANTON, Mass. (April 9, 2012) – [Baskin-Robbins](http://www.BaskinRobbins.com), the world's largest chain of ice cream specialty shops, today announced Jamoca<sup>®</sup> Almond Fudge as its April Flavor of the Month. Combining Baskin-Robbins' Jamoca coffee ice cream with roasted almonds and a chocolate ribbon, Jamoca Almond Fudge has been a popular flavor combination since 1959 and it continues to delight Baskin-Robbins guests worldwide.

"Baskin-Robbins prides itself on creating innovative ice cream flavors that transcend generations," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. "Jamoca Almond Fudge is a delicious testament to Baskin-Robbins' rich history and our mission of delighting guests with more flavors and more fun. We're excited to feature it as our April Flavor of the Month for a new generation to enjoy."

In participating Baskin-Robbins shops nationwide in April, Jamoca Almond Fudge is available by the scoop in a cup or cone. The flavor is also available in fresh-packed pints and quarts, so ice cream lovers can bring this classic flavor home to enjoy with family and friends or to create their own specialty ice cream desserts.\* In addition, the Jamoca Almond Fudge Layered Sundae is available all month long and features three scoops of Jamoca Almond Fudge ice cream layered with hot fudge, almonds and whipped cream.

For more information about Baskin-Robbins and its Flavor of the Month, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com) or follow us on Facebook ([www.facebook.com/BaskinRobbins](https://www.facebook.com/BaskinRobbins)) or on Twitter ([www.twitter.com/BaskinRobbins](https://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).

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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<sup>®</sup> 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 6,700 retail shops in nearly 50 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. For the full-year 2011, Baskin-Robbins' shops had global franchisee-reported sales of approximately \$1.8 billion. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com).