

## BASKIN-ROBBINS SEEKS ASPIRING CHEFS AND ICE CREAM ENTHUSIASTS TO ENTER ITS 2nd ANNUAL FLAVOR CREATION CONTEST

CANTON, Mass. (September 29, 2011) –Wishing your flavor won the Baskin-Robbins flavor creation contest last year? Don't despair, Baskin-Robbins today announced its 2<sup>nd</sup> Annual Online Flavor Creation Contest providing guests with the opportunity to tap into their inner chef to create a winning new flavor.

From October 1 through October 31, ice cream fans can enter the contest online by creating a virtual flavor at [www.baskinrobbins.com/flavorcreator](http://www.baskinrobbins.com/flavorcreator). Visitors to the site can choose from 31 base flavors, a variety of ribbons such as fudge or peanut butter and a myriad of different mix-ins ranging from candy pieces to cookies. To kick this year's contest up a notch, Baskin-Robbins has added even more flavor bases, ribbons, and inclusions. New ingredients include: Strawberry Yogurt, Mango Yogurt, and French Toast Ice Cream flavors, Oreo, Cherry, and Whipped Cream flavor ribbons, and Blondie Brownie, Golden Oreo, and chocolate covered cookie inclusions.

Once the contest closes on October 31, Baskin-Robbins executive culinary team will narrow down the submissions to determine the top 20 finalists who will receive free ice cream for a year. Ice cream fans will then vote online for their favorite flavor to determine the winner. The winner will receive a trip for two to Boston which includes a three-night stay at a landmark Boston hotel, a night at the theatre, \$1,000 in spending money and a trip to Baskin-Robbins headquarters where the winner will meet the Baskin-Robbins culinary team and spend a day bringing their virtual flavor to life.

"The Inaugural Online Flavor Creation Contest was a tremendous success with more than 40,000 flavor submissions. We wanted to provide our ice cream fans with the opportunity to once again create an original flavor," said Brian O'Mara, Baskin-Robbins Vice President of Marketing. "Turning over the reins to our Flavor Contest winner allows our passionate fans to have fun with and create a flavor everyone can enjoy as the July 2012 Flavor of the Month."

The winning flavor of the inaugural 2010 contest was Toffee Pecan Crunch, created by Diane Sroga of Chicago. Her winning flavor featured a combination of extra-rich, creamy chocolate ice cream with a sweet caramel ribbon and crunchy bites of HEATH™ bar and pecans. Toffee Pecan Crunch was the June 2011 Flavor of the Month and joined the ranks of the Baskin-Robbins world famous flavor library which contains more than 1,000 flavors such as Gold Medal Ribbon, Jamoca Almond Fudge and World Class Chocolate.

"It was an honor to be selected as the winner of the First Annual Flavor Creation Contest," said Sroga. "It was an amazing experience to create Toffee Pecan Crunch at Baskin-Robbins headquarters in conjunction with the executive culinary team. Words cannot describe the feeling I had when 'my winning flavor' was available in stores this June. I encourage young and old to enter this fun and innovative contest."

The contest is open to US residents of all ages. The top ten finalists will be chosen by Baskin-Robbins for display on [www.BaskinRobbins.com](http://www.BaskinRobbins.com). Participants and consumers will then have the opportunity to vote for their favorite flavor. For more information and official rules, please visit [www.baskinrobbins.com/flavorcreator](http://www.baskinrobbins.com/flavorcreator).

### About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31<sup>st</sup> 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 a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN) For further information, visit [www.baskinrobbins.com](http://www.baskinrobbins.com).