



Baskin-Robbins is Making Halloween Spooktacular for Treat-Seekers with \$1.31 Scoops on October 31st as Part of “Celebrate 31” Promotion

Guests can also pre-order a variety of Halloween-themed treats, including new Silly Monster Cake, Piñata Pumpkin Patch Cake and Halloween Polar Pizza

CANTON, Mass. (October 19, 2016) – [Baskin-Robbins](#) is treating guests to a sweet deal on their favorite ice cream flavor on Monday, October 31st. On Halloween at participating Baskin-Robbins shops nationwide, guests can enjoy all regular and kid-sized ice cream scoops for just \$1.31.* Guests can treat themselves to this special “Celebrate 31” deal on any ice cream flavor, including Baskin-Robbins favorites like Pralines ‘n Cream, Jamoca® Almond Fudge and Mint Chocolate Chip, as well as a range of candy-themed flavors.

Additionally, Baskin-Robbins’ new Silly Monster Cake, Halloween Polar Pizza™ and popular Piñata Pumpkin Patch Cake are perfect for any Halloween celebration. The new Silly Monster Cake is frightfully friendly and serves six to eight people and can be customized with a guest’s favorite ice cream and cake combination. Baskin-Robbins’ Piñata Pumpkin Patch Cake is dressed up like a jack-o-lantern and features a candy-filled center. Lastly, Baskin-Robbins’ new Halloween Polar Pizza features a double fudge brownie crust, Made With Snickers® Ice Cream, Candy Corn, M&M’s® Minis milk chocolate candies and is drizzled with fudge topping. Guests can customize their Silly Monster Cake, Piñata Pumpkin Patch Cake or Polar Pizza and order them either in-store or online at www.baskinrobbins.com/onlineordering.

“We’re excited to offer our guests a variety of festive dessert options to help them celebrate Halloween this year and also offer them a sweet deal on their favorite ice cream flavor on October 31st,” said Carol Austin, Vice President of Marketing, Baskin-Robbins. “Our new eye-catching Silly Monster Cake and candy-packed Halloween Polar Pizza and Piñata Pumpkin Patch Cake are great ways to celebrate the spookiest time of the year.”

Guests can enjoy another frightfully sweet deal when they download Baskin-Robbins’ new Mobile App. With the App, guests will receive a mobile offer for a free regular 4 oz. scoop of their favorite ice cream when they download the app as well as pay for their favorite ice cream treats with a Baskin-Robbins card, and send virtual Baskin-Robbins cards to friends and family by text or email. The Baskin-Robbins Mobile App is free and available for download on iOS and Android devices.

For more information about Baskin-Robbins’ wide variety of premium ice cream flavors and frozen desserts, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins), Twitter (www.twitter.com/BaskinRobbins) or Instagram (www.instagram.com/BaskinRobbins).

* Offer valid on October 31st. Participation may vary. Scoop offer good on every size scoop. Waffle cones and toppings are extra. Cannot be combined with other offers. Plus applicable tax.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine’s 37th annual Franchise 500® ranking in 2016, Baskin-Robbins is the world’s largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 7,700 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 1,300 ice cream flavors and a wide variety of delicious treats. 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.