



The Five Best Ways to (Kind-Of) Keep your New Year's Resolutions with Baskin-Robbins' January "Celebrate 31" Promotion

1. If you resolved to be more active, take a walk to your local Baskin-Robbins shop for a scoop of your favorite flavor. With more than 2,500 locations across the U.S., there is sure to be one close to you.
1. If you resolved to save money, head into your nearest Baskin-Robbins shop on January 31st and take advantage of the Baskin-Robbins' "Celebrate 31" promotion. At participating Baskin-Robbins shops nationwide, guests can enjoy all regular and kid-sized ice cream scoops for just \$1.31! January Flavor of the Month, Superfudge Truffle, anyone?
1. If you resolved to spend more time with your loved ones, then treat family and friends to a Love Potion #31® Polar Pizza, which is inspired by Baskin-Robbins' classic Love Potion #31 flavor and features a double fudge brownie crust, topped with ice cream, OREO® cookie pieces, marshmallow topping, fudge and heart quins.
1. If you resolved to share more, get a Two-Scoop Sundae and two pink spoons and share this classic treat with someone special.
1. If you resolved to eat a little better in the New Year, try one of our better-for-you BRight Choices flavors for your "Celebrate 31" \$1.31 scoop. Options include Fat-Free Vanilla Frozen Yogurt, Premium Churned Reduced Fat, No Sugar Added Caramel Turtle Truffle Ice Cream, seasonal Mango Frozen Yogurt and more!