



Love is in the Air at Baskin-Robbins with New Lineup of Sweet Treats for Valentine's Day

Baskin-Robbins Guests Will Fall Head Over Heels for Heart-Shaped Ice Cream Cakes and New Love Potion #31® Desserts

CANTON, Mass. (January 30, 2017) — [Baskin-Robbins](#) locations nationwide will get even sweeter this February with a seasonal lineup of customizable treats for Valentine's Day, including the new Ganache Conversation Heart Cake, "Be Mine" Heart Cake, Chocolate Hazelnut Flavor of the Month, Love Potion #31® Polar Pizza™ Ice Cream Treat and Love Potion #31® Cookie.

Baskin-Robbins' heart-shaped ice cream cakes are the perfect way to celebrate the holiday with that special someone. The new Ganache Conversation Heart Cake features the simple sophistication of a fully ganache enrobed ice cream cake, and the "Be Mine" Heart Cake features a red and white heart design and a red rose made out of icing. Each cake includes a personalized message, can be customized with any ice cream and cake flavor combination, and is available at participating Baskin-Robbins shops nationwide for pre-order in-store or online through the brand's [online ordering website](#).

Baskin-Robbins is also providing guests with new ways to fall in love with its most romantic ice cream flavor, Love Potion #31®, which was first introduced in 1995 and features white chocolate-flavored and raspberry ice creams, a raspberry ribbon, chocolate chips and raspberry-filled chocolate-flavored hearts. The Love Potion #31® Polar Pizza is made with a Double Fudge Brownie Crust, topped with Love Potion #31® ice cream, OREO® cookie pieces, marshmallow topping, fudge and heart quins. The Love Potion #31® Cookie is a delicious chocolate cookie with white chocolate flavored and raspberry flavored chips, inspired by the signature ice cream flavor. Guests can also pair it with Love Potion #31® ice cream for a delectable Warm Cookie Ice Cream Sandwich.

"Valentine's Day is a day to celebrate the ones we love, and our new Ganache Conversation Heart Cake and 'Be Mine' Heart Cake are sweet ways for our guests to show their loved ones how special they are," said Jeff Miller, Executive Chef and Vice President of Product Innovation for Dunkin' Brands. "We're also excited to give our guests new ways to enjoy our classic Love Potion #31 flavor – as a Polar Pizza treat and as a Warm Cookie Ice Cream Sandwich."

Baskin-Robbins will also feature Chocolate Hazelnut as the February Flavor of the Month, in stores on Wednesday, February 1. Featuring chocolate ice cream swirled with hazelnuts with chocolate-flavored coating and a hazelnut cookie fudge ribbon, Chocolate Hazelnut can be enjoyed by the scoop in a cup or cone, a milkshake, and in a Warm Brownie Sundae or Warm Cookie Sundae to warm up during the cooler February weather.

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).

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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, a full range of beverages, and a delicious lineup of desserts including custom ice cream cakes, Polar Pizza™ Ice Cream Treats and take-home ice cream quarts and pints, 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.