

The inside scoop on our new Love Potion #31 inspired desserts!

This year, Baskin-Robbins is helping guests celebrate Valentine's Day with two new Love Potion #31 treats, inspired by the classic ice cream flavor! Love Potion #31 is a classic Baskin-Robbins ice cream flavor that was originally introduced in 1995. It features white chocolate-flavored and raspberry ice creams, a raspberry ribbon, chocolate chips and raspberry-filled chocolate-flavored hearts.

Our Love Potion #31 ice cream flavor inspired our new Love Potion #31 Cookie and Love Potion #31 Polar Pizza. Our culinary team explained that they wanted to extend this original flavor into more desserts. "What motivated these new desserts is the uniqueness of the ice cream flavor. There really is nothing quite like it," said Benjamin Stanley, Research and Development Senior Manager for Baskin-Robbins.

Baskin-Robbins launched our new Warm Cookie Ice Cream Sandwiches and Sundaes last spring, and with Love Potion #31's exceptional flavor, we had to make it into a cookie. The Love Potion #31 Cookie is a delicious chocolate raspberry flavored cookie with white chocolate and raspberry flavored chips. This cookie is the perfect complement to our Love Potion #31 ice cream, tasting absolutely delicious when paired in a Warm Cookie Ice Cream Sandwich or Sundae!

Similarly, Love Potion #31 translated particularly well into our Polar Pizza, which we brought back last summer. 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, hot fudge and heart quins.

"The idea of Polar Pizza is that it is more of an everyday treat - it doesn't have to be for a celebration like cakes. And Polar Pizza comes pre-cut, making it really easy to enjoy straight out of the box with friends and family," said Sara Cox, Research and Development Manager. "Our new Love Potion #31 Polar Pizza is a fun extension of our Polar Pizza lineup, and is perfect this season."

The Love Potion #31 Cookie and Love Potion #31 Polar Pizza are seasonal products and are only available for a limited time. We hope you enjoy them this Valentine's Day season with your family or that special someone!