



BASKIN-ROBBINS ANNOUNCES THE WINNER OF ITS THIRD ANNUAL CREATE BASKIN'S NEXT FAVORITE FLAVOR CONTEST

New York Resident Liz DeCecco's Winning Ice Cream Creation, OREO® Cookie Dough Obsession, Planned to Be Featured In Participating Baskin-Robbins Shops Nationwide Later This Year

CANTON, Mass. (May 28, 2013) – Thousands of ice cream enthusiasts throughout the country competed to be named the winner of [Baskin-Robbins' Third Annual Create Baskin's Next Favorite Flavor Contest](#). After tallying the online votes, Baskin-Robbins today announced that Liz DeCecco of Eastchester, New York has won the online contest with her creative and fun ice cream entry, OREO® Cookie Dough Obsession.

OREO® Cookie Dough Obsession, which is planned to be featured in participating Baskin-Robbins shops nationwide as a pre-packed quart this December, is a delicious combination of chocolate fudge ice cream swirled with a whipped cream ribbon, combined with cookie dough and OREO® cookie pieces. To celebrate her winning flavor, Liz visited Baskin-Robbins' West Coast training center in Burbank, California last week, where she spent a day with the Baskin-Robbins culinary team to bring her virtual ice cream flavor to life.

"OREO® Cookie Dough Obsession captures Baskin-Robbins' spirit of fun and flavor exploration and we are thrilled voters selected it as the winner of our third annual Create Baskin's Next Favorite Flavor Contest," said Paul Racicot, Director of Research and Development for Baskin-Robbins. "We want to congratulate Liz on creating an ice cream that is a natural fit for Baskin-Robbins' library of delicious and innovative flavors. This contest is always an exciting time for Baskin-Robbins as it gives us another opportunity to engage with our guests and include them in the flavor creation process."

"Even when you're having a bad day, ice cream can make things better with every lick or spoonful. That's where the inspiration for my flavor came from, with a combination of delicious flavors and mix-ins that make me smile," said winner Liz DeCecco. "This flavor expresses who I am, so to be selected as the winner of the Create Baskin's Next Favorite Flavor Contest is truly an honor."

The Create Baskin's Next Favorite Flavor Contest began in October 2010 and asked consumers to mix and match their own ingredients to create a signature ice cream flavor from 31 base flavors, a variety of ribbons such as fudge and peanut butter and an abundant amount of mix-ins including candy pieces and cookies. Ice cream fans voted from the top 10 favorite flavors and chose the winning flavor, OREO® Cookie Dough Obsession.

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

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