



Baskin-Robbins Holds First “Celebrate 31” Promotion of 2016 on Sunday, January 31st

Guests can enjoy any scoop of ice cream for \$1.31 and two-scoop sundaes for \$3.31 at participating Baskin-Robbins shops nationwide

CANTON, Mass. (January 25, 2016) – [Baskin-Robbins](#), the world’s largest chain of ice cream specialty shops, is holding its first “Celebrate 31” promotion of 2016 on Sunday, January 31. Throughout the year, on the 31st of each month, guests can enjoy all regular and kids scoops for just \$1.31 and two-scoop sundaes for \$3.31 at participating Baskin-Robbins locations nationwide.*

Guests can enjoy this special “Celebrate 31” deal on any of their favorite Baskin-Robbins ice cream flavors, including classics like Mint Chocolate Chip, Pralines ‘n Cream, Gold Medal Ribbon® and Very Berry Strawberry, along with seasonal favorites like Love Potion #31®, which is returning to participating Baskin-Robbins shops just in time for Valentine’s Day. Guests can also enjoy other delicious seasonal flavors at select participating Baskin-Robbins shops including Vanilla Pomegranate Parfait Frozen Yogurt, Orange Sherbet, Rock ‘n Pop Swirl and Icing on the Cake®.

Baskin-Robbins’ Classic Two-Scoop Sundae includes two scoops of a guest’s favorite ice cream flavor topped with caramel, hot fudge or strawberry topping and finished with a dollop of whipped cream, nuts and a cherry. Guests can also further customize their ice cream sundae by mixing and matching two different flavors of ice cream.

“We’re excited to kick-off 2016 with our first ‘Celebrate 31’ promotion of the year and give back to our loyal Baskin-Robbins guests,” said Carol Austin, Vice President of Marketing, Baskin-Robbins. “This promotion offers our guests a great way to try a new Baskin-Robbins flavor, like our seasonal Vanilla Pomegranate Parfait Frozen Yogurt, or enjoy a classic favorite like Pralines ‘n Cream or Jamoca® Almond Fudge.”

For more information about Baskin-Robbins’ wide variety of 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 Pinterest (www.pinterest.com/baskinrobbs31).

* Offer valid on January 31st. Participation may vary. Sundae offer does not include Banana Royale, Banana Split, Brownie Sundae or Layered Sundaes. 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 36th annual Franchise 500(r) ranking in 2014, 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 7,600 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 1,200 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.