

BASKIN-ROBBINS INDULGES BROKEN HEARTS WITH ITS NEW HEARTBREAK HEALER FLAVOR

CANTON, Mass. (Feb. 1 2011) – Need a hug this Valentine's Day? Wrap yourself in flavor with Baskin-Robbins' newest creation, Heartbreak Healer ice cream. The February Flavor of the Month is a perfect romantic and flavorful escape, with the decadent pairing of red chocolate hearts and chocolate chunks in delicious chocolate mousse ice cream.

"Heartbreak Healer appeals to the chocolate lover in all of us with its rich and indulgent combination of chocolate mousse and chocolate chunks," said Brian O'Mara, Baskin-Robbins Vice President of Marketing. "It's the perfect way to treat yourself to something sweet, or say 'I love you' to that special someone."

In Baskin-Robbins shops nationwide during the month of February, Heartbreak Healer ice cream is available by the scoop – in a cup or cone – or as a Baskin-Robbins classic sundae. Also available in fresh-packed pints, quarts and half-gallons, ice cream lovers can bring Heartbreak Healer home to enjoy with family and friends or create their own specialty ice cream desserts.*

"This February, ice cream lovers nationwide will be able to get out of the cold and wrap themselves in our delicious chocolate ice cream," adds O'Mara. "We are confident that the combination of rich chocolate flavors in Heartbreak Healer will melt anyone's heart."

*In California, Baskin-Robbins offers hand-packed ice cream in three sizes: small (12 oz), regular (1 lb., 8 oz), and large (3 lb.).

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,400 retail shops in 42 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit www.baskinrobbins.com.

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