



## BASKIN-ROBBINS INTRODUCES SNACKNADO, A WHIRLWIND OF SWEET AND SALTY FLAVORS, AS THE MARCH FLAVOR OF THE MONTH

Guests can also celebrate the spring season with Green Waffle Cones and festive lineup of ice cream cakes

CANTON, Mass. (March 2, 2014) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, today announced its new March Flavor of the Month, Snacknado, which is a delicious whirlwind of its guests' favorite sweet and salty snacks. Snacknado features salty caramel-flavored ice cream loaded with chocolate-covered potato chips and pretzels, all swirled together with candy pieces and chocolate fudge and salted pretzel ribbons. Guests can enjoy Snacknado ice cream in a cup, cone or as a sundae for the ultimate sweet and salty treat all month long at participating Baskin-Robbins shops nationwide.

To celebrate Baskin-Robbins' Snacknado ice cream flavor, movie star and TV personality Ian Ziering recently visited a Baskin-Robbins shop in Burbank, CA to surprise guests and offer them the exclusive sneak peek of Snacknado before it was officially launched at Baskin-Robbins shops nationwide. Ian Ziering encourages all ice cream lovers to try Snacknado this March in the following video: <http://youtu.be/JNePYyEkuqs>

"Snacknado is every ice cream and snack lover's dream with its delicious combination of the most popular sweet and salty snacks all in one flavor," said Jeff Miller, Executive Chef and Vice President of Product Innovation for Dunkin' Brands. "Snacknado is the perfect flavor to kick off the spring season, along with our wide variety of creative and customizable ice cream cakes available for the St. Patrick's Day and Easter holidays."

Baskin-Robbins is also celebrating special occasions this spring. In honor of St. Patrick's Day, guests can feel extra lucky by upgrading to a freshly-baked festive Green Waffle Cone with the purchase of any double scoop, for no extra charge at participating Baskin-Robbins shops nationwide. The brand also offers a St. Patrick's Day Cake, which is decorated with green icing and a rainbow leading to a pot of gold.

Additionally, Baskin-Robbins is offering guests the perfect frozen treats for any spring or Easter party with its Bunny Roll Cake and Flower Garden Cake. The Bunny Roll Cake is a roll cake decorated with bunny ears and a cute cotton-tail, while the Flower Garden Cake features a colorful array of spring flowers. Both cakes can be customized to include any ice cream and cake flavor combination and are sure to liven up any party. The cakes are available at participating Baskin-Robbins shops nationwide and can be pre-ordered in-store or online through the brand's [online cake ordering website](#).

On Tuesday, March 31, Baskin-Robbins shops nationwide will hold a special "Celebrate 31" promotion where guests can enjoy special deals on ice cream scoops and sundaes. This month, any 2.5 or 4 oz. scoop of ice cream in a cup or a cone will be \$1.31 and Baskin-Robbins' Classic Two-Scoop Sundae will be only \$3.31, so be sure to stop into your local Baskin-Robbins shop!

For more information about Baskin-Robbins' wide variety of ice cream flavors and frozen desserts, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com) or follow us on Facebook ([www.facebook.com/BaskinRobbins](http://www.facebook.com/BaskinRobbins)), Twitter ([www.twitter.com/BaskinRobbins](http://www.twitter.com/BaskinRobbins)) or Pinterest ([www.pinterest.com/baskinrobbins31](http://www.pinterest.com/baskinrobbins31)).

### 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 7,500 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](http://www.BaskinRobbins.com).