

## BASKIN-ROBBINS INTRODUCES SPECIAL ICE CREAM CAKE AND FLAVOR LINEUP TO CELEBRATE MOM THIS MOTHER'S DAY

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TO CELEBRATE MOM THIS MOTHER'S DAY

Show Appreciation for Mom this Mother's Day with New and Delectable Ice Cream Cakes and May Flavor of the Month, Mom's Makin' Cookies

CANTON, Mass. (May 5, 2014) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is celebrating Mother's Day all month long with a special lineup of new and fanciful frozen treats that can be enjoyed with mom and the whole family. The lineup features a nostalgic ice cream flavor inspired by mom and eye-catching ice cream cake designs that celebrate her personal style, including:

- Rosette Cake – A new and trendy cake design featuring rosettes in vibrant shades of pink. Alternatively, this cake can be customized with mom's favorite colors.
- Delectable Designer Bag Cake – A delicious and chic masterpiece shaped like a pink handbag that makes a tasty accessory for the mom with designer taste.

Each ice cream cake can be customized with mom's favorite ice cream and cake flavor combination, as well as a personalized message. In addition, Baskin-Robbins is launching a sweet new Flavor of the Month, Mom's Makin' Cookies:

- Mom's Makin' Cookies – A flavor reminiscent of mom's secret cookie recipe, this flavor features brown sugar-flavored ice cream filled with chocolate chip cookie pieces, chocolate flavored chips and a delicious cookie dough batter ribbon.

The May Flavor of the Month is available by the scoop – in a cup or cone – and in fresh-packed pints and quarts. Mom's Makin' Cookies can also be enjoyed in a waffle bowl sundae which features two scoops of the Flavor of the Month in a waffle bowl with hot fudge topping, real whipped light cream, a cherry and chopped almonds.

Baskin-Robbins is also making entertaining a "piece of cake" in May with the introduction of its new Piece Cake, a collection of four different ice cream and cake flavor combinations in a single cake that is sure to please any ice cream fan. The four combinations include OREO® Cookies 'n Cream with Chocolate Cake, Mint Chocolate Chip with Chocolate Cake, Pralines 'n Cream with Yellow Cake and Very Berry Strawberry with Yellow Cake. The Piece Cake is also pre-cut by flavor combination for easier serving at celebrations.

"We know what a special time Mother's Day is for our guests, and we're excited to offer them a variety of frozen treat options to help them show mom how much she's appreciated," said Jeff Miller, Executive Chef and Vice President of Culinary Innovation for Dunkin' Brands. "Our lineup of Mother Day's ice cream cakes can be customized to celebrate Mom's personal style and are sweet and delicious treats that the whole family can enjoy. We're also excited to introduce our new Piece Cake, which is perfect for families who can't pick just one ice cream and cake flavor combination."

Guests can order Baskin-Robbins' Rosette Cake, Delectable Designer Bag Cake and Piece Cake, as well its Cap & Diploma Cake, which is perfect for all graduation celebrations this Spring, either in-store or through the brand's new online cake ordering site ([www.baskinrobbins.com/onlineordering](http://www.baskinrobbins.com/onlineordering)).

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)).

\*In California, Baskin-Robbins offers fresh-packed ice cream in two sizes: small (12 oz) and regular (1 lb., 8 oz).