

## BASKIN-ROBBINS OFFERS LAST MINUTE GIFT IDEAS FOR BUSY ON-THE-GO HOLIDAY SHOPPERS

CANTON, Mass. (December 20, 2011) – Warm the hearts of friends, loved ones or even the mailman with a cool gift from Baskin-Robbins, the world's largest chain of ice cream specialty shops, by giving the gift of ice cream. Holiday shoppers seeking last minute gift ideas can purchase a rechargeable gift card in any amount between \$2 and \$100 at participating Baskin-Robbins shops or online at [www.BaskinRobbins.com](http://www.BaskinRobbins.com).

People attending or hosting holiday parties with limited time to bake festive treats can make a lasting impression with a Baskin-Robbins ice cream cake to celebrate the season. Festive cakes are designed with several holiday themes and are also customizable based on flavor and design. The Baskin-Robbins specialty holiday cakes include:

·Yule Log Roll Cake: This Christmas favorite is filled with our famous ice cream. It is decorated with icing holly and a chocolate garnish to fully put you in the spirit. Serves up to 8 guests for a suggested retail price of \$25.99.

·Candy Lane Cottage Cake: This cute holiday ice cream cake house is decorated with M&M's® and mini candy canes. It's a sweet and delicious ice cream holiday treat. Serves up to 12 guests for a suggested retail price of \$19.99.

"The holidays are a perfect time to give delicious, edible gifts, especially since so many people are hosting and attending parties," said Stan Frankenthaler, Executive Chef at Baskin-Robbins. "For those short on time due to the hustle and bustle of the holidays, Baskin-Robbins gift cards also make the perfect gift or stocking stuffer."

Ice cream fanatics can also purchase Baskin-Robbins Ice Cream Cake Bites to bring as a hostess gift for even the most posh holiday soirees or to serve as a beautiful dessert any night of the week. Ice Cream Cake Bites are sophisticated, decadent and available for a suggested retail price of \$9.99 for a package of four. The decadent desserts come in the following four flavors:

·Double Chocolate – Chocolate ice cream over chocolate cake, enrobed with chocolate coating, finished with chocolate accent

Praline Caramel – Pralines 'n Cream ice cream over white cake enrobed with white chocolate coating, finished with caramel drizzle & chopped pralines

·Chocolate Mint – Mint Chocolate Chip ice cream over chocolate cake, enrobed with chocolate coating, finished with white chocolate drizzle

·Vanilla Blondie – Vanilla ice cream over white cake, enrobed with white chocolate coating, finished with chocolate accent

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

Please visit [www.BaskinRobbins.com/storelocator](http://www.BaskinRobbins.com/storelocator) to find your local store. Become a fan on the [Facebook](#) fan page or follow @BaskinRobbins on [Twitter](#).

### About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31<sup>st</sup> 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 6,000 retail shops in 33 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. Based in Canton, Mass., Baskin-Robbins is a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN). For more information, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com).