

## **BASKIN-ROBBINS SPICES UP THE HOLIDAY SEASON WITH NOVEMBER'S FLAVOR OF THE MONTH: PREMIUM CHURNED LIGHT GINGERBREAD MAN ICE CREAM**

CANTON, Mass. (November 3, 2010) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, debuts Premium Churned Light Gingerbread Man as its November Flavor of the Month. This new flavor is a treat for everyone, whether counting calories or just looking for a new seasonally-inspired flavor to try. As part of Baskin-Robbins' BRight Choices line, Premium Churned Light Gingerbread Man has fifty percent less fat and 20 percent fewer calories than regular ice cream.

Just in time for the holiday season, Premium Churned Light Gingerbread Man features a gingerbread flavored light ice cream with a touch of vanilla deliciously entwined with a cinnamon caramel ribbon. The flavor will be available at Baskin-Robbins during the month of November, while supplies last.

"Premium Churned Light Gingerbread Man ice cream is the perfect late autumn flavor" said Brian O' Mara, Baskin-Robbins Vice President of Marketing. "The combination of vanilla, cinnamon and caramel flavors are wonderful together on their own, and the gingerbread flavor makes for a wonderful complement to any holiday dessert."

Premium Churned Light Gingerbread Man is the newest flavor in Baskin-Robbins' BRight Choices line. The BRight Choices collection provides guests with better-for-you options including fat free, dairy free, no sugar added and light ice cream. The holidays are a time when many are looking to fight off the holiday bulge – so with everything in moderation, this flavor is a light option with a lot of holiday flavor.

To learn more about Baskin-Robbins' BRight Choices line of products or other Baskin-Robbins flavors and innovations, consumers can visit the Baskin-Robbins Facebook page at [www.facebook.com/BaskinRobbins](http://www.facebook.com/BaskinRobbins) or follow Baskin-Robbins on Twitter at [www.twitter.com/BaskinRobbins](http://www.twitter.com/BaskinRobbins). To enter the "Create Baskin's Next Favorite Flavor" contest, visit [www.baskinrobbins.com/flavorcreator](http://www.baskinrobbins.com/flavorcreator).

### 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. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit [www.baskinrobbins.com](http://www.baskinrobbins.com).