



## BASKIN-ROBBINS SPRINGS INTO THE SEASON WITH NEW APRIL FLAVOR OF THE MONTH, WHADDAYA SAY CRÈME BRÛLÉE, AND LINEUP OF SEASONAL ICE CREAM FLAVORS AND CAKES

**Baskin-Robbins continues its 70th birthday celebration by bringing back iconic flavor Lunar Cheesecake and offers guests festive ice cream cakes for Easter and other special occasions this spring**

CANTON, Mass. (April 1, 2015) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is taking a gourmet treat from the oven to the freezer with its new April Flavor of the Month, Whaddaya Say Crème Brûlée. This new flavor features the delicious tastes of the classic French dessert with Crème Brûlée and custard-flavored ice cream, Crème Brûlée candy pieces and a Crème Brûlée ribbon. Guests can enjoy Whaddaya Say Crème Brûlée ice cream in a cup, cone, as a milkshake or as a sundae for a truly indulgent frozen treat at participating Baskin-Robbins shops nationwide.

Baskin-Robbins is also offering a range of delicious seasonal ice cream flavors to welcome the spring season. These flavors are available at select participating Baskin-Robbins shops across the U.S. during the spring season. The lineup includes:

**Lunar Cheesecake:** This signature Baskin-Robbins flavor was first created in 1969 to commemorate the moon landing, and it returns in honor of the brand's 70<sup>th</sup> birthday! It features green and white cheesecake-flavored ice cream packed with cheesecake bits and is wrapped with a crunchy graham cracker ribbon.

**Bananas Foster:** Back by popular demand, this flavor features Bananas Foster-flavored ice cream with a brown sugar rum-flavored ribbon and praline pecans.

**Triple Grape Ice:** For a refreshing spring treat, this flavor features red and white grape ice with a Concord grape ribbon.

**Baseball Nut:** A classic Baskin-Robbins favorite for the start of baseball season, this flavor features vanilla-flavored ice cream and cashews with a black raspberry ribbon.

**Golden OREO® 'N Churro:** This innovative new flavor features cinnamon caramel-flavored ice cream with crispy churro pieces and Golden OREO® cookie pieces all wrapped together with a fried dough-flavored ribbon!

"We love offering our guests fun, frozen twists on well-known desserts, which is why we're so excited to introduce our Whaddaya Say Crème Brûlée ice cream, which offers a fresh spin on the French classic," said Jeff Miller, Executive Chef and Vice President of Product Innovation at Dunkin' Brands. "We hope our guests also enjoy celebrating the spring season with our lineup of limited time ice cream flavors and eye-catching ice cream cakes."

Additionally, Baskin-Robbins is offering guests its Bunny Roll Cake and Flower Garden Cake this month to help celebrate Easter and other special occasions this spring. 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 that celebrate the season. Both cakes can be customized to include any ice cream and cake flavor combination. 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](#).

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](https://www.facebook.com/BaskinRobbins)), Twitter ([www.twitter.com/BaskinRobbins](https://www.twitter.com/BaskinRobbins)) or Pinterest ([www.pinterest.com/baskinrobbins31](https://www.pinterest.com/baskinrobbins31)).

OREO and the OREO Wafer Design are registered trademarks of Mondelēz International group, used under license.

### 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).