

BEAT THE HEAT WITH A SWEET MINI TREAT! BASKIN-ROBBINS INTRODUCES NEW CUSTOMIZABLE, BITE-SIZED MINI ICE CREAM CONES

CANTON, Mass. (July 13, 2011) – July is National Ice Cream Month, and to celebrate the occasion Baskin-Robbins has introduced new Mini Cones nationwide. These uniquely sized portable ice cream cones are satisfying treats that add extra fun to special celebrations or everyday occasions. Ice cream fans can purchase a pack of 16 customizable Mini Cones at any Baskin-Robbins location for only \$9.99.

The Baskin-Robbins Mini Cones are big on taste for a fraction of the size and calories. Depending on the flavor of ice cream selected, a one ounce scoop and cone can range from 35 to 100 calories.

Whether entertaining at home, celebrating a special occasion or craving the ultimate bite-sized indulgence, Baskin-Robbins' new Mini Cones are a crowd pleaser for ice cream lovers of all ages.

The Mini Cones are offered in customizable packs of 16, which can be mixed-and-matched with any combination of Baskin-Robbins flavors. For guests in a rush, Baskin-Robbins also offers readymade Mini Cone variety packs with the following mix of classic flavors:

- Mint Chocolate Chip-Mint ice cream with lots of chocolate chips-a favorite since 1948.
- Very Berry Strawberry- Strawberry ice cream chockfull of strawberries. A favorite since 1984.
- Gold Medal Ribbon®- A real winner since 1979, Vanilla-flavored and Chocolate ice creams with a caramel ribbon.
- Rainbow Sherbert- A favorite since 1972, you'll enjoy a classic trio of Orange, Raspberry and Pineapple sherbets.

In addition, during the month of July, Baskin-Robbins is offering a special limited-time Captain America themed Mini Cone pack featuring July Flavor of the Month Super-Soldier Swirl, Very Berry Strawberry, Vanilla and Cherries Jubilee topped with sprinkles for a patriotic party.

"The miniature dessert trend continues to grow and gain popularity across the country, and our new Mini Cones certainly fit right in," said Brian O'Mara, Vice President of Marketing for Baskin-Robbins. "The Mini Cones are bite-sized treats that are not only easy to take to a summer party or barbecue, but are also the perfect size to add to the dessert table when entertaining at home."

To celebrate National Ice Cream Day on July 17th, Baskin-Robbins is also offering a sweet deal. When customers buy any ice cream cake that is \$15.00 or more, consumers can purchase a package of mini-cones for just \$4.99. Customers are advised to pre order the Mini Cones in advance if they are customizing the cones and not picking up a ready made package.

Please visit 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 31st 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 6,400 retail shops in 42 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.

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