

## Classic 1960's Flavor Pistachio Almond Fudge Voted Winner of Baskin-Robbins' "Big Thaw" Online Voting Contest

CANTON, Mass. (June 30, 2011) – Over 80,000 ice cream enthusiasts recently voted in "The Big Thaw," an online survey to determine which classic Baskin-Robbins flavor fans wanted to bring back. Winning by a landslide, with 70% of the vote, Pistachio Almond Fudge is a Baskin-Robbins favorite from 1967 featuring pistachio ice cream with a chocolate ribbon and fudge covered almond pieces. This unique flavor will bring ice cream fanatics back five decades to when LBJ was president, a certain band from Liverpool was making a name for themselves stateside, the first ATM was introduced, and miniskirts came into popularity.

Baskin-Robbins, the world's largest chain of ice cream specialty shops, asked people to choose from a select group of 31 retired Baskin-Robbins flavors and vote to bring one back to shops in readymade quarts. The winning flavor, Pistachio Almond Fudge, will be available for a limited time only at Baskin-Robbins shops later this year. The three Baskin-Robbins classic flavors that were voted as Runners Up in the "Big Thaw" survey were:

- Banana Nut Bread (1974)-Nutty combination of Banana-flavored ice cream and walnuts
- Heath® Bar Crunch (2007)-Toffee flavored ice cream swirled with a caramel ribbon and Heath® Bar pieces
- Caramel Praline Cheesecake (2010)-Vanilla Cheesecake flavored ice cream swirled with a gooey caramel ribbon and sweet, crunch praline pecans pieces

"We were impressed with the number of fans who cast their votes to bring their favorite flavors out of the 'Deep Freeze,'" said Brian O'Mara, Baskin-Robbins, Vice President of Marketing.

"To bring back a flavor that was popular fifty years ago shows that, although times have changed, the tastes of today's ice cream lovers remain loyal to Baskin-Robbins unique flavor combinations."

The Baskin-Robbins flavor library currently holds more than 1,000 notable flavors. As ice cream trends change to reflect consumers' craving for new ingredients, flavors are retired to make room for new creations. With more than 6,400 locations around the globe, Baskin-Robbins continues to deliver delicious ice cream flavors that ice cream lovers enjoy worldwide.

To learn more about the Baskin-Robbins "Big Thaw" survey, 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).

### 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 6,400 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](http://www.baskinrobbins.com).

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