

EXCITEMENT IS BUZZING AT BASKIN-ROBBINS THIS SPRING WITH INTRODUCTION OF NEW ICE CREAM CAKES

Colorful and Festive Ladybug and Bumblebee Cakes Add Flair to Innovative Cake Lineup

CANTON, Mass. (April 1, 2013) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is abuzz with excitement as it announced today a special lineup of ice cream cakes to celebrate the spring season. The new Ladybug Cake and Bumblebee Cake - both bright and colorful on the outside and delicious on the inside – are festive additions to Baskin-Robbins' lineup of whimsical and inventive ice cream cakes.

- Ladybug Cake – For any dessert table in need of a little extra fun, this spotted friend is absolutely adorable and is the perfect companion with a guest's favorite ice cream flavor.
- Bumblebee Cake – Featuring delectable chocolate wafers and a smile so sweet it won't sting, this treat is sure to be the buzz of any party.

"Baskin-Robbins is known for its innovative ice cream cake designs and we had so much fun creating these that we are delighted to introduce guests to our new Ladybug and Bumblebee Cakes," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. "These new spring-inspired cakes will not only delight ice cream lovers, but will also serve as eye-catching centerpieces that bring this season to life at any family occasion or celebration."

Available now at participating Baskin-Robbins locations nationwide, the Ladybug and Bumblebee Cakes can be customized with a guest's favorite ice cream and cake flavor combination. Guests can choose from any of their favorite Baskin-Robbins ice cream flavors for the cake including the April Flavor of the Month, Jamoca® Heath® ice cream, which features Baskin-Robbins' Jamoca® coffee ice cream with Heath English Toffee candy pieces.

For more information about Baskin-Robbins' frozen treats and its Ladybug and Bumblebee Cakes, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins).