

SURPRISE MOM THIS MOTHER'S DAY WITH A BASKIN-ROBBINS ICE CREAM CAKE THAT CELEBRATES HER PERSONAL STYLE

Baskin-Robbins Offers a Delicious Line-Up of Mother's Day Ice Cream Cakes to Help Honor Mom this Year

CANTON, Mass. (May 6, 2013) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is offering a special line-up of [ice cream cakes](#) to give thanks to moms this Mother's Day. Available now at participating Baskin-Robbins' locations nationwide, these fanciful cakes celebrate a mom's personal style in their own fun and unique ways. Each cake can be customized with mom's favorite ice cream and cake flavor combination, and also a personalized message.

Cakes available for the May 12th holiday include:

- Delectable Designer Handbag Cake – Baskin-Robbins has transformed its classic ice cream cake into a delicious and chic masterpiece, shaped like a pink handbag. This ice cream cake makes a tasty accessory for the mom with designer taste.
- Fashionista's Handbag Cake – For guests with a fashionable mom, this cake has loads of style featuring a new, enhanced design with pink frosting and decorative hearts, and can be personalized with a Mother's Day message.
- Ladybug Cake – Celebrate the mom who loves to garden with an adorable, spotted flying friend, who is the perfect companion for Mom's favorite ice cream and cake flavors.

"This Mother's Day, we wanted to help our guests show their moms how much they're appreciated by offering a line-up of cakes that celebrate a mom's personal style," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Product Innovation at Dunkin' Brands. "Our selection of Mother's Day ice cream cakes can be customized with mom's favorite flavor combination and are a delicious way for the whole family to celebrate the holiday together."

Baskin-Robbins gift cards also make great gifts for Mother's Day. Gift cards can be purchased in any amount between \$2 and \$100 at participating shops or online at [www.BaskinRobbins.com](#) and never expire.

For more information about Baskin-Robbins and its wide variety of ice cream cakes available for Mother's Day and all of life's special occasions, visit [www.BaskinRobbins.com](#) or follow us on Facebook ([www.facebook.com/BaskinRobbins](#)) or on Twitter ([www.twitter.com/BaskinRobbins](#)).