

TIRED OF THE SAME OLD VALENTINE'S CANDY AND FLOWERS ROUTINE?

CANTON, Mass. (Feb. 3 2011) – Love is in the air...and in the freezer! Baskin-Robbins today introduced the arrival of three new signature ice cream cakes to celebrate Valentine's Day: Chocolate Dipped Strawberry Cake, Sweetheart Ice Cream Cake and Double Chocolate Chip Ice Cream Cake. It's been said that the best way to reach someone's heart is through their stomach; so what better way to say "I love you" than with a delicious, rich ice cream cake that is inscribed with a personal love note.

"Valentine's Day is about showing the person or people you love just how much you care. That's why Baskin-Robbins is proud to offer a variety of delectable ice cream cakes that are the perfect dessert to cap a romantic dinner or provide a delicious treat to share with family and friends," said Brian O'Mara, Vice President of Marketing at Baskin-Robbins.

Whether customizing a Valentine's Day cake with Baskin-Robbins' February Flavor of the Month Heartbreak Healer, a decadent pairing of red chocolate hearts and chocolate chunks in delicious chocolate mousse ice cream or seasonal flavors such as Love Potion #31, a luscious white chocolate and raspberry ice cream infused with a raspberry ribbon, chocolate chips and dotted with raspberry-filled dark chocolate hearts, Baskin-Robbins' ice cream cakes are the perfect way to melt anyone's heart on February 14th.

The Valentine's Collection of ready-made ice cream cakes come in three different and delicious varieties, including:

- **Chocolate Dipped Strawberry Ice Cream Cake** - Why send a plain paper Valentine to the ones you love when you can share a delicious frozen treat— a decadent ice cream cake! Made with layers of Very Berry Strawberry and Chocolate ice cream, the 6-inch fully decorated round cake is frosted with rich chocolate-flavored whipped topping and topped with a strawberry glaze. The Chocolate Dipped Strawberry cake can also feature a customized love note. Serves up to 8; \$19.99.
- **Sweetheart Ice Cream Cake** – A sweet and simple way to say "I love you," the Sweetheart cake is ¼-round and dotted with adorable mini red icing hearts, a red chocolate heart and a single red rose. Serves up to 8; \$12.99.
- **Double Chocolate Chip Ice Cream Cake** – Nothing is more perfect for Valentine's Day than chocolate, which is why this fully decorated 9-inch round cake is perfect for chocolate lovers. Featuring Chocolate Chip ice cream over Devil's Food cake, it is frosted with chocolate flavored whipped topping and borders, and finished with a rich chocolate ganache glaze. Serves up to 16; \$29.99.

Baskin-Robbins Valentine's Day cakes are available at participating stores while supplies last. Please visit www.baskinrobbins.com/storelocator for a store near you. Become a fan on the Baskin-Robbins [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.