



Baskin-Robbins Kicks Off the Spring Season by Offering \$1.31 Scoops on March 31st as Part of Its Celebrate 31 Promotion

Guests can also now pre-order new Easter Egg Cake and Bunny Roll Cake in time for the Easter weekend

CANTON, Mass. (March 21, 2016) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is offering guests a sweet deal on their favorite ice cream flavor on Thursday, March 31st. At participating Baskin-Robbins shops nationwide, guests can enjoy all regular and kids scoops for just \$1.31.* Guests can enjoy this special "Celebrate 31" deal on all of Baskin-Robbins' classic flavors, such as Pralines 'n Cream, Jamoca® Almond Fudge and Mint Chocolate Chip, as well as seasonal favorites like Icing on the Cake®, Rock 'n Pop Swirl, Strawberry Shortcake and Vanilla Pomegranate Parfait Frozen Yogurt.

In addition, Baskin-Robbins is offering its new Easter Egg Cake and popular Bunny Roll Cake to help guests celebrate the upcoming Easter holiday. Perfect for any family gathering, the new Easter Egg Cake features bright frosting and icing, finished with sparkling sugar and serves 10-12 people. Baskin-Robbins' Bunny Roll cake is a traditional roll cake decorated with bunny ears and a cute cotton-tail. Both cakes can be customized with a guest's favorite ice cream and cake combination and are now available for pre-order in-store or [online](#) for the Easter weekend and other special occasions this spring.

"We're excited to kick off the spring season with our 'Celebrate 31' promotion, offering our guests a sweet deal on their favorite ice cream flavors," said Carol Austin, Vice President of Marketing, Baskin-Robbins. "We also hope that our guests enjoy celebrating the Easter holiday with our new Easter Egg Cake and fan favorite Bunny Roll Cake."

Baskin-Robbins recently announced a new addition to its dessert menu with new Warm Cookie Ice Cream Sandwiches and Sundaes. Available at participating Baskin-Robbins locations nationwide, these delicious and customizable desserts can be personalized with a guest's choice of warm cookies, their favorite ice cream flavor and topping. The chewy, warmed to order cookie options include Dark Chocolate Chunk, Double Fudge, Peanut Butter Chocolate and White Chunk Macadamia Nut Cookies. Guests can mix and match their choice of more than one type of cookie in their Warm Cookie Ice Cream Sandwich or Sundae for the ultimate flavor experience.

For more information about Baskin-Robbins' wide variety of ice cream flavors and frozen desserts, visit [www.BaskinRobbins.com](#) or follow us on Facebook ([www.facebook.com/BaskinRobbins](#)), Twitter ([www.twitter.com/BaskinRobbins](#)) or Instagram ([www.instagram.com/baskinrobbsins](#)).

* Offer valid on March 31st. Participation may vary. Scoop offer good on every size scoop. Waffle cones and toppings are extra. Cannot be combined with other offers. Plus applicable tax.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 37th annual Franchise 500® ranking in 2016, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 7,600 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,300 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit [www.BaskinRobbins.com](#).