



Baskin-Robbins Kicks off Summer with “Celebrate 31” Promotion on Tuesday, May 31, Offering Guests \$1.31 Ice Cream Scoops

Guests can also pre-order ice cream cakes for the upcoming Father’s Day holiday, including the brand’s festive The Cold One Cake and new OREO® Triple Chocolate Cake

CANTON, Mass. (May 23, 2016) – [Baskin-Robbins](#), the world’s largest chain of ice cream specialty shops, is kicking off the summer season on Tuesday, May 31st with its “Celebrate 31” promotion at participating Baskin-Robbins shops nationwide. On that day, guests can enjoy all regular and kids scoops for just \$1.31.* Guests can enjoy this special “Celebrate 31” deal on their favorite Baskin-Robbins flavors, including Pralines ‘n Cream, Jamoca® Almond Fudge and Very Berry Strawberry, as well as seasonal summer favorites including Berry Fruitful Greek Frozen Yogurt, Dulce de Leche, Pink Bubblegum and Watermelon Splash.

“We’re excited to help our guests kick off the summer season with our ‘Celebrate 31’ promotion on May 31 and offer them a special lineup of flavors including Berry Fruitful Greek Frozen Yogurt and Watermelon Splash that they can enjoy during the warm summer months,” said Carol Austin, Vice President of Marketing, Baskin-Robbins. “We’re also looking forward to helping our guests celebrate Dad in the coming weeks with our lineup of delicious and eye-catching Father’s Day ice cream cakes.”

To help guests celebrate Dad or the special father figure in their lives, Baskin-Robbins is offering a fun and festive lineup of ice cream cakes which can be customized with Dad’s favorite ice cream and cake flavor combination, including:

- The Cold One Cake: Guests can say cheers to Dad with this festive ice cream cake shaped like a mug that celebrates Dad in a frosty and flavorful way.
- New! OREO® Triple Chocolate Cake: Features a chocolate, OREO® cookie infused frosting topped with a mouthwatering waterfall of dark chocolate, a border of fudge and alternating goodness of OREO® cookies, frosting dollops and chocolate triangles.

Guests can customize and pre-order ice cream cakes for Father’s Day either in-store or online at www.BaskinRobbins.com/OnlineOrdering.

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/BaskinRobbins).

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* Offer valid on May 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.