



Baskin-Robbins Introduces a Cool Spin on Donuts with New Donut Ice Cream Sandwiches

Baskin-Robbins also celebrates the season with September Flavor of the Month,

Pumpkin Cheesecake

CANTON, Mass. (August 31, 2016) – [Baskin-Robbins](#) is introducing a delectable combination for ice cream and donut lovers with its new customizable Donut Ice Cream Sandwiches. Available starting September 1 at Baskin-Robbins locations nationwide, guests can create a customized frozen treat by choosing their favorite ice cream flavor topped with hot fudge and sandwiched between a classic Powdered Donut from Dunkin' Donuts, Baskin-Robbins' sister brand.

Guests can choose from Baskin-Robbins' wide variety of ice cream flavors for their Donut Ice Cream Sandwich, including classics like Pralines 'n Cream and Very Berry Strawberry, and the September Flavor of The Month, Pumpkin Cheesecake, which features pumpkin and cheesecake-flavored ice cream, tasty pieces of gingersnap cookies, and a delectable cinnamon cream cheese-flavored ribbon. Pumpkin Cheesecake can also be enjoyed in a cup, cone or as a milkshake.

"With our new Donut Ice Cream Sandwiches, we've brought together two of the most delicious sweet treats from our brands, cool ice cream from Baskin-Robbins and classic Powdered Donuts from Dunkin' Donuts, into one amazing dessert," said Jeff Miller, Executive Chef and Vice President of Product Innovation for Dunkin' Brands. "The best part is that guests can customize their Donut Ice Cream Sandwich with any ice cream flavor, including our September Flavor of the Month, Pumpkin Cheesecake."

Additionally, Baskin-Robbins' new Mobile App allows ice cream fans to enjoy access to sweet deals, pay for their favorite ice cream treats, frozen beverages and ice cream cakes with a Baskin-Robbins card, and send virtual Baskin-Robbins cards to friends and family by text or email. Additionally, guests will receive a mobile offer for a free regular 4 oz. scoop of their favorite ice cream when they download the app. The Baskin-Robbins Mobile App is free and available for download on iOS and Android devices.

For more information about Baskin-Robbins' wide variety of premium 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).

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 7,700 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.