

## **Baskin-Robbins Introduces a Frighteningly Delicious Lineup of Frozen Treats to Celebrate the Halloween Season All Month Long**

### **New Silly Monster Cake, Halloween Polar Pizza and October Flavor of the Month Now Available at Participating Baskin-Robbins Shops Nationwide**

CANTON, Mass. (October 3, 2016) - [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is lifting spirits in a deliciously cool way to celebrate Halloween all month long with a lineup of festive frozen treats including a new ice cream cake, Polar Pizza variety and October Flavor of the Month available at participating Baskin-Robbins shops nationwide.

Perfect for Halloween parties, haunted houses or ghoulish gatherings, Baskin-Robbins' new Silly Monster Cake is frightfully friendly and festive, serves 6-8 people and can be customized with a guest's favorite ice cream and cake combination. This Halloween season, Baskin-Robbins is also bringing back its popular Piñata Pumpkin Patch Cake, which serves 6-8 people, is dressed up like a jack-o-lantern and features a candy-filled center. When guests cut into their Piñata Pumpkin Patch Cake they'll be surprised with a delicious cascade of candy.

Guests can customize their Silly Monster Cake or Piñata Pumpkin Patch Cake with their favorite Baskin-Robbins ice cream flavor, including the new October Flavor of the Month, Trick OREO® Treat Dark. A spooky spin on a classic favorite, the new October Flavor of the Month has "gone dark" by featuring chocolate ice cream packed with orange crème-filled OREO® cookies, BABY RUTH® and BUTTERFINGER® candy pieces, and a dark fudge ribbon. Trick OREO® Treat Dark can be enjoyed in a cup, cone, milkshake or as a Donut Ice Cream Sandwich.

Baskin-Robbins has also scared up a new variation of its Polar Pizza for candy lovers and trick-or-treaters of all ages. Baskin-Robbins' Halloween Polar Pizza features a double fudge brownie crust, Made With Snickers® Ice Cream, Candy Corn, M&M's® Minis milk chocolate candies and is drizzled with fudge topping.

"We're excited to offer our guests a variety of eye-catching and delicious frozen treats to make Halloween parties and gatherings extra sweet this month," said Jeff Miller, Executive Chef and Vice President of Produce Innovation for Dunkin' Brands. "Our new Silly Monster Cake, candy-packed Halloween Polar Pizza and spooky October Flavor of the Month truly capture the spirit of fun this Halloween season."

Finally, with Baskin-Robbins' new Mobile App, guests can enjoy access to sweet deals, pay for their favorite ice cream treats 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](http://www.BaskinRobbins.com) or follow us on Facebook ([www.facebook.com/BaskinRobbins](http://www.facebook.com/BaskinRobbins)), Twitter ([www.twitter.com/BaskinRobbins](http://www.twitter.com/BaskinRobbins)) or Instagram ([www.instagram.com/BaskinRobbins](http://www.instagram.com/BaskinRobbins)).

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#### 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](http://www.BaskinRobbins.com).