Baskin-Robbins Supports Americaâ€™s Military as a Force Behind the Forces this Veterans Day by Donating a Portion of its Ice Cream Scoop Proceeds to the USO

Brand brings back First Class Camouflage as its November Flavor of the Month in honor of our Nation's Military Service Members and their families

CANTON, Mass. (November 1, 2016) - Baskin-Robbins today announced that on Veterans Day - Friday, November 11 - it will support America's service members and military families by donating 11 cents from every ice cream scoop sold at Baskin-Robbins locations nationwide to the United Service Organizations (USO).

The effort is part of Baskin-Robbins' ongoing commitment to show appreciation for those who selflessly serve, and is a nod to USO's recently launched Force Behind the Forces campaign. The campaign encourages Americans to stand behind "The Force," as a community of supporters committed to connecting service members to the things they hold dear. Baskin-Robbins has a long history of serving those who serve our country and is committed to supporting the military community through its continued partnership with the USO, which is celebrating its 75th anniversary this year.

Baskin-Robbins is also excited to celebrate the military community with First Class Camouflage, which returns to active duty as its November Flavor of the Month. First Class Camouflage features chocolate, salty caramel and cake-flavored ice cream and can be enjoyed in a freshly-baked Camouflage Waffle Cone, which features the classic military colors of green, brown and tan.

â€œWe're humbled and excited to honor our military service members and veterans once again through our partnership with the USO this November, and with the return of First Class Camouflage," said Weldon Spangler, Senior Vice President, Baskin-Robbins U.S. and Canada. â€œIt's a great opportunity to show support for those who serve our country and thank them for their commitment to our nation."

Baskin-Robbins continues to add more military veterans to its U.S. franchisee base by offering one of the best financial incentives in the industry. The extraordinary incentive program offers a free initial franchise fee, a $25,000 value, for a veteran's first shop and heavily discounted royalty rates for the first five years that the store is open.** These special incentives reflect the brand's desire to attract prior service members to become franchisees because it believes that the core values and discipline of the armed forces serve as an excellent basis for a franchisee candidate. The incentive program will continue to be offered in 2017, so qualified veterans are encouraged to apply to be considered.

In addition to paying tribute to our nation's military, Baskin-Robbins is excited to kick off the holiday season this month with the return of its iconic Turkey Cake. This Baskin-Robbins classic is made with sugar cone legs and can be customized with a guest's favorite flavor. Guests can pre-order the Turkey Cake either in-store or online at www.BaskinRobbins.com/OnlineOrdering.

Guests can also make their holiday dessert table complete with a selection of seasonal ice cream flavors, including Snickerdoodle, which is made with cinnamon-crÃ¨me flavored ice cream, snickerdoodle cookie pieces, and a cinnamon cookie-flavored ribbon or Winter White Chocolate, made with white chocolate-flavored ice cream and chocolate cherry pieces.

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). For more information about the USO, visit www.uso.org/FORCE.

* This donation is inclusive of all regular (4oz) and kids (2.5oz) scoops of ice cream sold as cups and cones on Friday, November 11, 2016. The donation is based on regular-priced cup and cone scoop sales only, and does not include scoops that are used in other desserts (i.e. sundaes, beverages, cakes, take home, novelties, etc.).

** See the Baskin-Robbins Franchise Disclosure Document for full details.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 37th annual Franchise 500Â® 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.

About the USO

The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation. At hundreds of locations worldwide, we are united in our commitment to connect our service members and their families through countless acts of caring, comfort and support. The USO is not a government agency, but a private nonprofit organization. Our programs, services and entertainment tours are made possible by the American people, the support of our corporate partners and the dedication of our volunteers and staff. To join us in this important mission, and to learn more about the USO, please visit uso.org.