



## Baskin-Robbins Offers Guests a Delicious Way to Kick Off the New Year with the Launch of its New Warm Lava Cake Sundaes

Baskin-Robbins Brings Back Superfudge Truffle as its January Flavor of the Month

CANTON, Mass. (January 3, 2017) — It may be cold outside, but it will be warm inside [Baskin-Robbins](#) locations nationwide this month with the launch of new Warm Lava Cake Sundaes. The latest addition to Baskin-Robbins' warm dessert lineup, the new Warm Lava Cake Sundae features rich chocolate cake with a warm chocolate center, topped with a scoop of ice cream, hot fudge, whipped cream, almonds and a cherry.

The new Warm Lava Cake Sundae can be customized with a guest's favorite ice cream flavor, including the January Flavor of the Month, Superfudge Truffle, which is a deliciously decadent classic ice cream flavor that features rich chocolate fudge ice cream loaded with toffee truffle and chocolate truffle pieces.

"We're so excited to ring in the New Year with our guests by providing them with a new treat to help them warm up during the colder winter months," said Jeff Miller, Executive Chef and Vice President of Product Innovation for Dunkin' Brands. "Our Warm Lava Cake Sundaes provide our guests with the best of both worlds – a rich, warm chocolate lava cake combined with delicious, cool ice cream that's completely customizable with a guest's favorite ice cream flavor and toppings."

In addition to the new Warm Lava Cake Sundaes, Baskin-Robbins' warm dessert lineup also includes Warm Cookie Ice Cream Sandwiches and Warm Cookie Sundaes, as well as Warm Brownie Sundaes. Baskin-Robbins' Warm Cookie Ice Cream Sandwiches and Sundaes can be personalized with a guest's choice of ice cream flavor, topping and warm cookies, including a new Love Potion #31® Cookie that will be available for a limited time only. Inspired by Baskin-Robbins' classic Love Potion #31® ice cream, the delicious chocolate cookie with white chocolate and raspberry chips pairs perfectly with Love Potion #31® ice cream. Additional chewy, warmed to order cookie options include Dark Chocolate Chunk, Double Fudge, Peanut Butter Chocolate and White Chunk Macadamia Nut Cookies.

Finally, another dessert option perfect for any day of the week this January is Baskin-Robbins' new Love Potion #31® Polar Pizza™ ice cream treat, which is made with a Double Fudge Brownie crust topped with Love Potion #31® ice cream, OREO® Cookie pieces, marshmallow topping, hot fudge and heart quins. The new Polar Pizza variety is available at participating Baskin-Robbins shops nationwide for a limited time.

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(r) 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, a full range of beverages, and a delicious lineup of desserts including custom ice cream cakes, Polar Pizza™ Ice Cream Treats and take-home ice cream quarts and pints, 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](http://www.BaskinRobbins.com).