

## Baskin-Robbins Ends National Ice Cream Month on a Sweet Note with "Celebrate 31â€■ Promotion

Baskin-Robbins is bringing National Ice Cream Month to a close with one more sweet deal: "Celebrate 31." It is only fitting that this celebration takes place on July 31<sup>st</sup>, with \$1.70 Scoops\* and 2 for \$7.99 Pre-Packed Quarts or 2 for \$9.99 56-oz Pre-Packs\*\*. This offer can be enjoyed on any Baskin-Robbins ice cream flavor.

The "Celebrate 31" promotion came from the idea of celebrating Baskin-Robbins' famous 31 flavors, which stands for a different ice cream flavor for every day of the month. And we're excited to be offering this special deal during one of our favorite months of the year.

Which flavor will you choose to celebrate with? You can't go wrong with our Flavor of the Month, USS Butterscotch- a decadent butterscotch-flavored ice cream with butterscotch pieces and a toffee-flavored ribbon. Inspired by the Stranger Things Scoops Ahoy shop at the Starcourt Mall in Hawkins, Indiana. Also available in pre-packed quarts.

In the mood for more of a classic flavor? Check out our Top 10 Most Popular Baskin-Robbins Ice Cream Flavors in the U.S. to get some further flavor inspiration:

- 1. OREO® Cookies 'n Cream
- 2. Vanilla
- 3. Mint Chocolate Chip
- 4. Chocolate
- 5. Pralines 'n Cream
- 6. Very Berry Strawberry
- 7. Chocolate Chip Cookie Dough
- 8. Chocolate Chip
- 9. Jamoca® Almond Fudge
- 10. Old Fashioned Butter Pecan

Which flavor will you be enjoying for "Celebrate 31?" Let us know on Facebook, Twitterand Instagram!

<sup>\*</sup> Valid on 4oz. single scoops only. Waffle cones and toppings are extra. Cannot be combined with other offers. Valid at participating U.S. stores.

<sup>\*\*</sup>Offer may vary. See shop for details.