



Baskin-Robbins Brings Layers of Sweet & Bubbly Flavor to the Menu This Spring with New Tiger Milk Bubble Tea, Available Nationwide

Celebrate the Little Moments and Seize the Yay with Baskin-Robbins' Take on Milk Tea

CANTON, Mass., (May 9, 2022) – Got the job? Made the team? Finally finished that big art project? Any reason is the perfect reason to celebrate and “Seize the Yay” with Tiger Milk Bubble Tea at Baskin-Robbins – a sweet new addition to the menu inspired by Asian milk teas enjoyed around the world – now with an ice cream spin.

Baskin-Robbins' brand-new Tiger Milk Bubble Tea pays homage to the beloved Taiwanese milk tea that has taken the world by storm, characterized by bubbly layers of flavor and eye-catching streaks of brown sugar syrup that resemble tiger stripes when paired against the kaleidoscope of cool black tea and milk.

Baskin-Robbins' take on Tiger Milk Bubble Tea begins with the iconic brown sugar syrup “tiger stripes,” drizzled meticulously down the sides of the cup, before adding in black tea swirled with cool and creamy whole milk and a decadent layer of brown sugar popping bubbles, bursting with flavor in each bite. And because it wouldn't be Baskin-Robbins without a little ice cream, it's all topped off with a scoop of classic Vanilla ice cream. Made to celebrate moments big and small, the new Tiger Milk Bubble Tea is full of sweet surprises.

“For more than 75 years, Baskin-Robbins has prided itself on bringing new and innovative products to the market. Tiger Milk Bubble Tea is no exception,” said Jerid Grandinetti, Vice President of Marketing and Culinary at Baskin-Robbins. “Our team of flavor experts found that consumers were craving new flavors and textures from around the world, which led us to create our take on this delicious beverage inspired by Asian milk teas.”

New Tiger Milk Bubble Tea is available for a limited time only this Spring and Summer at Baskin-Robbins locations nationwide*

For more information on this month's new sip and other scoops at Baskin-Robbins, visit www.BaskinRobbins.com or follow along on [Instagram](#), [TikTok](#), [Twitter](#) and [Facebook](#).

**Prices may vary.*

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