



Baskin-Robbins Celebrates National Ice Cream Day with New Flavor of the Month, OREO® S'mores™, and Dedicated Holiday Deal

"Seize the Yay" with Baskin-Robbins' new limited-time flavor and \$5 off for National Ice Cream Day

CANTON, Mass. (June 30, 2022) – Found the best spot at the beach? Finally planned that cross-country road trip? Celebrate wins big and small this July with Baskin-Robbins' newest ice cream flavor innovation, OREO® S'mores™ – launching just in time for National Ice Cream Day.

Available for a limited time, OREO® S'mores™ Ice Cream features Toasted Marshmallow and Graham flavored Ice Creams stacked with OREO® Cookie Pieces and Chocolate Cookie Swirls for added crunch. Each element comes together to create an innovative, new take on nostalgic summer flavors – reminiscent of gathering around a campfire with friends and family.

"OREO® S'mores initially launched as an international Baskin-Robbins flavor earlier this year and we are excited to finally bring it stateside as a summer staple," said Jeanne Bolger, Director of Research & Development for Baskin-Robbins. "This fresh spin on a summertime classic was created to capture the memories made during this special season."

In addition to debuting a new Flavor of the Month, Baskin-Robbins is celebrating **National Ice Cream Day** on **Sunday, July 17**. To celebrate this special holiday, Baskin-Robbins is offering \$5 off any purchase of \$15 or more from July 17 through Saturday, July 23. Guests can use the code BECOOLER at checkout for online orders. To use in-shop, customers can scan their Baskin-Robbins mobile app coupon during checkout.** For Delivery, this discount is applied automatically at checkout on orders with DoorDash, Uber Eats, and Postmates.†

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

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***Online Promo Code: Offer valid on online or in-app orders only at participating U.S. Baskin-Robbins locations. Valid on purchase of \$15 or more. Expires 7/23/22 at 11:59 p.m. PST. May not be combined with any other promo code, coupon, discount or promotion. Promo code cannot be used multiple times during a single transaction. No substitutions allowed. Void if reproduced, copied, transferred, distributed, purchased, traded or sold and where prohibited or restricted by law. ©2022 BR IP Holder LLC.*

***Offer valid at participating U.S. Baskin-Robbins locations. Expires 7/23/22. Single-use coupon. Coupon must be presented inside the BR Mobile App and scanned at the time of purchase. Coupon cannot be used more than one time. May not be combined with any other coupon, discount or promotion. Limit one coupon, per device, per visit. No substitutions allowed. Void if reproduced, copied, transferred, distributed, purchased, traded or sold and where prohibited or restricted by law. ©2022 BR IP Holder LLC. †*

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