



Spook Your Taste Buds This October with Baskin-Robbins™ Most Daring Flavor Yet: Spicy 'n Spooky

Baskin-Robbins launches new Flavor of the Month featuring real Ghost Pepper, along with new Trixie the Ghost Cake for a limited time

CANTON, Mass. (Sept. 27, 2022) – You might have the scariest costume, but do you have what it takes to try the haunting new Flavor of the Month at Baskin-Robbins? Starting Oct. 1, the iconic ice cream brand is turning up the heat with its spiciest flavor yet, **Spicy 'n Spooky**, and celebrating the spirit of the season with the new **Trixie the Ghost Cake**.

This October, Baskin-Robbins dares you to taste its new Flavor of the Month, Spicy 'n Spooky, featuring the bold flavor of real Ghost Pepper. The scary good scoop combines White Chocolate Ghost Pepper flavored Ice Cream with rich, black Dark Chocolate Ice Cream and spicy Blood Orange Flakes. This unique flavor experience elevates Baskin-Robbins' darkest chocolate flavor yet with the unexpected cool heat of White Chocolate Ghost Pepper Ice Cream and pops of sweet spice from Blood Orange Flakes. While each individual flavor component stands out on its own, every scoop comes together in a blend of spicy and sweet for those who have what it takes to give it a try.

“As ice cream experts with more than 1,400 flavors in our library, we continue to find ways to push boundaries and incorporate exciting new ingredients into our scoops like real Ghost Pepper and our darkest chocolate yet,” said Jeanne Bolger, Director of Research and Development for Baskin-Robbins. “We’re excited to evoke the spookiness that comes with the season, using flavor elements we’ve never offered before in an ice cream, and we’re looking forward to guests’ reactions for those who are brave enough to try Spicy 'n Spooky.”

In addition to the new flavor, Baskin-Robbins is also excited to introduce the perfect addition to your next Halloween party, the Trixie the Ghost Cake. With a cobweb bow made of decorating icing and fudge and whimsical ghostly features created with dark melting chocolate, Trixie the Ghost knows the best part of Halloween is getting all dressed up. The cake is customizable with your favorite ice cream flavor including Made with SNICKERS® or REESE'S® Peanut Butter Cup, depending on your favorite Halloween candy. Trixie the Ghost Cake can be pre-ordered [online](#), through the Baskin-Robbins mobile app or by contacting your local Baskin-Robbins shop.

As an extra treat, Baskin-Robbins is offering discounted scoops on Oct. 31 as part of the [Celebrate 31](#)* holiday, a guest-favorite deal offering 31 percent off all scoops, all day, nationwide on the 31st of each month. Fans of scary good savings can also download the Baskin-Robbins Mobile App and sign up for Deals to receive an additional app-exclusive offer for Buy One, Get One 50% Off Pre-Packed Quarts**.

For more inspiration on how to celebrate spooky season with Baskin-Robbins, visit www.BaskinRobbins.com or follow along on [Facebook](#), [TikTok](#), [Twitter](#) and [Instagram](#).

**Offer valid on the 31st of the month. Waffle cones, toppings, and sundaes are excluded from discount. ©2022 BR IP Holder LLC. Pricing may vary. Offer not valid on delivery.*

*** Offer valid at participating U.S. Baskin-Robbins locations. Expires 10/31/22. Single-use coupon. Coupon must be presented inside the BR Mobile App and scanned at the time of purchase. Offer can only be combined with 31% off scoops offer. 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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About Baskin-Robbins

Named a top snack and beverage franchise in the United States by Nation's Restaurant News in 2020, 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, the Polar Pizza® Ice Cream Treat and take-home ice cream quarts and pints, providing quality and value to guests at more than 7,700 retail shops in 52 countries worldwide. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,400 ice cream flavors and a wide variety of delicious treats. Baskin-Robbins is part of the Inspire Brands family of restaurants. For more information, visit www.BaskinRobbins.com and <http://www.InspireBrands.com>.

