



So Cluckâ€™n Good: Baskin-Robbins Launches Sweet and Savory New Flavor of the Month, Chickâ€™n & Waffles, and Hosts First Bottomless Ice Cream Brunch

A new finger and cone lickin' Flavor of the Month and an all-new Easter cake, available for a limited time

CANTON, Mass., (Mar. 1, 2023) – Baskin-Robbins® is entering the race for the best fried chick'n with a deliciously deconstructed brunch classic for its new Flavor of the Month, Chick'n & Waffles. The new flavor is available starting March 1, followed by the brand's first-ever Bottomless Brunch hosted in New York City on March 7. To help you spring into Easter, Baskin-Robbins will also be debuting a new Get Egg-cited Cake on March 26.

Five words: Chick'n. And. Waffles. Ice. Cream. Debuting as the March Flavor of the Month, Chick'n & Waffles features buttermilk waffle flavored ice cream with plenty of crispy chick'n* and waffle flavored bites drizzled in a decadent bourbon maple syrup flavored swirl. Inspired by the iconic brunch duo, Chicken and Waffles, this latest scoop from Baskin-Robbins is a must-try for adventurous eaters and traditional ice cream fans alike. Sweet, savory, creamy and crunchy – this scoop delivers breakfast, lunch, dinner and dessert, all in one bite. No meat? No problem. This unique ice cream has been expertly crafted to mimic the taste of fried chicken, but the best part is, it contains 0% real chicken and is 100% delicious. Chick'n & Waffles is sure to blow your mind – and your taste buds this month – don't bock it 'til you try it.

Since this flavor has a taste of brunch in every pink spoonful, Baskin-Robbins will be hosting its first-ever Bottomless Brunch in New York City. On Tuesday, March 7, guests can enjoy free unlimited scoops of Chick'n & Waffles between 10 a.m. and 1 p.m. EST at the local Baskin-Robbins located at 1225 1st Ave., New York, NY. Bottomless scoops are available, while supplies last**, so guests should arrive early to taste this crazy good new flavor in a limited-edition Chick'n & Waffles cup.

"At Baskin-Robbins, we pride ourselves on bringing innovative flavors to market, which is why when we saw the growing popularity of Chicken & Waffles on menus, we knew we had to create a bold flavor that would change the way our guests enjoy Chick'n & Waffles," said Hannah Suits, Director of Brand Marketing for Baskin-Robbins. "This flavor is a frozen twist on the iconic brunch dish, recreated in a deliciously deconstructed concept that is unique to our shops."

In addition to a new flavor, the ice cream brand is serving up a slice of spring with its new Get Egg-cited Cake, available March 26 through April 9. Inspired by the pastel hues and patterns of Easter eggs, Baskin-Robbins uses a special fault line icing technique to resemble an egg that has been cracked open. A cake that is to *dye* for, it features playful sugar eggs, swirly tri-colored rosettes, frosting grass accents and pastel confetti quins. Guests can customize the Get Egg-cited Cake with their favorite ice cream and cake flavors. It's the perfect addition to your family's brunch, lunch—any *shell-ibration*.

As an added sweet treat, Celebrate 31 is back on March 31, offering 31% off all scoops***, all day nationwide.

For more information on Baskin-Robbins' premium ice cream flavors and frozen desserts, visit www.BaskinRobbins.com or follow along on [Facebook](#), [TikTok](#), [Twitter](#) and [Instagram](#).

*0% chicken; 100% delicious

**Limit one (1) limited-edition scoop cup per person; cannot be transferred. Terms apply. For the full terms and conditions, please visit www.baskinrobbins.com/en/chickn-waffles-bottomless-brunch.

*** Offer valid on 3/31/23. Waffle cones, toppings, and sundaes are excluded from discount. ©2023 BR IP Holder LLC. Price and participation may vary. Offer not valid on delivery.

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