



The Stuf Dreams Are Made Of: Baskin-Robbins® Launches New OREO® MEGA STUF™ Cone and Cappuccino Blast® Just in Time for National Ice Cream Month

The iconic ice cream shop gives guests two new ways to enjoy OREO® creme this summer, while supplies last

CANTON, Mass., (June 29, 2023) – Ice cream lovers, rejoice! Starting July 1, Baskin-Robbins® is giving guests two new reasons to visit stores with the launch of the new [OREO® MEGA STUF™ Cone](#) and [Cappuccino Blast®](#). To celebrate these crème de la crème treats, the brand is hosting a summer soiree in New York City hosted by reality TV star and Baskin-Robbins super fan, Rachael Kirkconnell.

What happens when you combine your favorite sandwich cookie with your favorite ice cream shop? You get the stuf dreams are made of – introducing the new [OREO® MEGA STUF™ Cone](#) and [OREO® MEGA STUF™ Cappuccino Blast®](#). The [OREO® MEGA STUF™ Cone](#) is an [OREO®](#) waffle cone that's been drizzled inside with [OREO®](#) creme, two scoops of Baskin-Robbins' classic [OREO® Cookies 'n Cream Ice Cream](#), another delicious layer of [OREO®](#) creme filling, topped with whipped cream and [OREO®](#) cookie pieces. But the good stuf doesn't end there, the brand is also launching the new [OREO® MEGA STUF™ Cappuccino Blast®](#), adding drizzles of [OREO®](#) creme to the fan favorite pick-me-up. Both are available in participating Baskin-Robbins this summer, while supplies last.

To bring the dreaminess of these two new treats to life, Baskin-Robbins will host its first-ever summer soiree at The Crown NYC on July 18, from 6 to 8 p.m. EST, with host Rachael Kirkconnell. This whimsical rooftop celebration will bring the delectable treats to life in an ethereal, dreamlike experience in which guests can sample both [OREO®](#) offerings, participate in an astrology reading, capture the city skyline at sunset and much more. For additional details and to secure a ticket, visit <https://baskin-robbins-summerrooftopsoiree.eventbrite.com/>.

As an ode to National Ice Cream Month, Baskin-Robbins is also launching a new Flavor of the Month, Sundae Funday. The flavor brings the fudge and the fun combining the iconic ingredients found in an ice cream sundae into one flavorful scoop. Sundae Funday is a new creamy combo of vanilla and chocolate ice creams mixed with rich fudge swirls, crunchy chocolate dipped waffle cone pieces and a bright shower of rainbow sprinkles – essentially, everything in a sundae but the cherry. Each fudgy, crunchy, sprinkly bite will have you saying, “Best. Dae. Ever.”

“When Baskin-Robbins celebrates National Ice Cream Month, we go big. And this year, we couldn't be more excited to bring three new products to guests nationwide to help them seize their summer yays,” said Jeanne Bolger, Director of Product Research & Development for Baskin-Robbins. “This July, guests can experience the best part of an [OREO®](#) – the creme! – in two new Baskin-Robbins offerings soon to become fan favorites. And every day in July will feel like the best Sundae of the year with our new Flavor of the Month, Sundae Funday, which will have guests' tastebuds feeling like they're doing a cannonball into a pool of sundae toppings.”

Baskin-Robbins will also celebrate National Ice Cream Month with some extra sweet deals. Beginning on National Ice Cream Day, July 16, through July 22, guests can receive \$5 off their purchase of \$20** or more through DoorDash, Uber Eats and Postmates or with the promo code SEIZETHEYAY on all [BaskinRobbins.com](#) or Baskin-Robbins app orders. For in-shop orders, guests can redeem the in-app coupon at checkout. And on July 31, guests can enjoy 31% off all scoops*** at shops nationwide as part of [Celebrate 31](#).

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

**MEGA STUF, OREO and the OREO Wafer Design are trademarks of Mondelēz International group, used under license.*

***Offer valid at participating U.S. Baskin-Robbins locations on purchase of \$20 or more. Expires 7/22/2023. ©2023 BR IP Holder LLC. Price and participation may vary.*

**** Offer valid on 7/31/23. 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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About Baskin-Robbins

Baskin-Robbins, founded in 1945, is the world's largest chain of ice cream specialty shops, with more than 7,600 retail shops in nearly 40 global markets. Baskin-Robbins is part of the Inspire Brands family of restaurants. For more information, visit [BaskinRobbins.com](https://www.BaskinRobbins.com) and [InspireBrands.com](https://www.InspireBrands.com).

About OREO® Cookie

OREO® is the world's favorite cookie, available in more than 100 countries around the globe. Over 60 billion OREO® cookies are sold each year with more than 20 billion of those cookies sold in the U.S. annually. An estimated 500 billion OREO® cookies have been sold since the first OREO® biscuit was developed in 1912. For more information, follow OREO® on [Facebook/OREOUnitedStates](https://www.facebook.com/OREOUnitedStates), Twitter [@OREO](https://twitter.com/OREO) or on Instagram [@OREO](https://www.instagram.com/OREO).