



# Baskin-Robbins® Introduces New Confetti Crazy Cake and August Flavor of the Month, Giving Guests Even More Reasons to Celebrate

*An all-new cake with a layer of Confetti Cake and Game Night made with M&M'S® MINIS chocolate candies? Score!*

**CANTON, Mass., (Aug. 1, 2023)** – This August, sprinkle good vibes on every celebration with Baskin-Robbins®' new **Confetti Crazy Cake**, featuring the new **Confetti Cake Layer**, which can be added to any custom ice cream cake online or in-shop. The ultra-colorful ice cream cake and layer are also accompanied by the launch of the iconic ice cream brand's new Flavor of the Month, **Game Night**, which is a total game-changer.

Bring on the sprinkles! For the first time in 20 years, Baskin-Robbins is introducing an all-new cake layer option for the ultimate customization celebration – Confetti Cake. Starting Aug. 1, guests can level up their next party by adding the Confetti Cake Layer to any customizable ice cream cake, from the new Confetti Crazy Cake to the classic Celebration Party Cake.

Since a party isn't a party without sprinkles, Baskin-Robbins is excited to double down on the colorful topping in the new Confetti Crazy Cake. Featuring a layer of the new Confetti Cake, your favorite ice cream flavor, decadent frosting, dark dipping chocolate and rainbow sprinkles, this cake will give "a fun-filled time" a whole new meaning. Guests can celebrate any occasion – big or small – with this all-new ice cream cake.

"Baskin-Robbins is all about bringing people together to celebrate yay-worthy moments and our August lineup is the ultimate embodiment of that," said Hannah Suits, Director of Brand Marketing for Baskin-Robbins. "Classic cake layers paired with guests' favorite ice cream flavors is what makes a Baskin-Robbins ice cream cake so special, and we're thrilled to sprinkle in an all-new cake option with the Confetti Cake Layer. We're also taking things to the next level with Game Night by featuring Mars M&M® MINIS chocolate candies to bring the perfect balance of sweet and salty in a scoop full of everyone's favorite game night snacks."

When it comes to Baskin-Robbins' Game Night, there is no competition. Why? Because when salted caramel ice cream teams up with colorful M&M'S® MINIS chocolate candies, crunchy buttered popcorn flavored clusters and a sweet-but-savory caramel pretzel flavored swirl, everyone's a winner. Whether they are busting out the board games with the fam or dealing out cards with friends, ice cream lovers will fuel all kinds of fun and score some major snack points when they take home a Fresh-Pack of Game Night or have it delivered. And to sweeten the stakes, guests can receive \$2 off a Fresh-Pack of the Flavor of the Month when ordering online using code **GAMENIGHT\***, and enjoy 31% off Game Night, or any scoop, at shops nationwide on Aug. 31 as a part of [Celebrate 31\\*\\*](#).

To bring this flavor to life, Baskin-Robbins is hosting its very own Game Night on Friday, Aug. 4, at [The Grove](#) in Los Angeles from 12 to 10 p.m. PST\*\*\*. Guests can enjoy an afternoon and evening full of games, prizes and of course – free ice cream!

For those looking for an extra special delivery, Baskin-Robbins has expanded its delivery options, offering [Grubhub](#) for delivery orders nationwide. To place an order, customers can select their nearest Baskin-Robbins location in the Grubhub App or on the website, choose their treats to customize and check out.

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](#).

*\* Offer valid at participating U.S. Baskin-Robbins locations. Not valid on Delivery. Expires 8/15/23. Single-use coupon. Coupon must be presented inside the BR Mobile App and scanned at the time of purchase. 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.*

*\*\*Offer valid on 8/31/23. Waffle cones, toppings, and sundaes are excluded from discount. ©2023 BR IP Holder LLC. Price and participation may vary. Offer not valid on delivery.*

*\*\*\*While supplies last.*

###

## 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](#) and [InspireBrands.com](#).

**About MARS, INCORPORATED**

Mars Incorporated is driven by the belief that the world we want tomorrow starts with how we do business today. As a global, family-owned business, Mars is transforming, innovating, and evolving to make a positive impact on the world. Across our diverse and expanding portfolio of quality confectionery, food, and pet care products and services, we employ 140,000+ dedicated Associates. With almost \$45 billion in annual sales, we produce some of the world's best-loved brands including Ben's Original™, CESAR®, Cocoavia®, DOVE®, EXTRA®, KIND®, M&M's®, SNICKERS®, PEDIGREE®, ROYAL CANIN®, and WHISKAS®. We are creating a better world for pets through our global network of pet hospitals and diagnostic services – including AniCura, BANFIELD™, BLUEPEARL™, Linnaeus and VCA™ – using cutting edge technology to develop breakthrough programs in genetic health screening and DNA testing. For more information about Mars, please visit [www.mars.com](http://www.mars.com). Join us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).