



# Get Ready to Crush: Baskin-Robbins Brings Back Swoon-Worthy Love Potion #31® & Crazy for You Cake

**Indulge in the fan-favorite Flavor of the Month and heart-shaped cake for a limited time**

**CANTON, Mass., (Jan. 24, 2024)** – Starting Feb. 1, it's love at first bite as Baskin-Robbins® brings back its heartthrob Flavor of the Month, **Love Potion #31®**, and irresistibly delicious **Crazy for You Cake** just in time for Valentine's Day.

Back by popular demand, Love Potion #31® is an obsession-worthy combination of white chocolate and raspberry flavored ice creams that burst with raspberry-filled chocolate flavored hearts, raspberry swirls and chocolate flavored chips. Whether you're treating your galentines or making your situationship official, this Flavor of the Month is the perfect sweet thing for your sweet thing.

"Love Potion #31® has captured hearts for more than 20 years, and it continues to be one of our most requested seasonal scoops," said Jeanne Bolger, Director of Culinary Development for Baskin-Robbins. "Paired with the anticipated return of the Crazy for You Cake, we have the perfect recipe for guests to celebrate love."

It's back and just as crazy delicious as it was before. The heart-shaped Crazy for You Cake is covered in rich fudge accents and chocolate drips, an OREO®\* Cookie and buttercream rosettes, and can be personalized with the guest's favorite cake and ice cream flavors. And to make this heart-shaped confection even sweeter, Feb. 1-15 guests can receive \$3 off any cake purchase of \$20 or more when ordering in the [BR App](#) or online with the promo code LOVE\*\* at checkout.

This year, break up with traditional gifts and get a little crazy for the ones you love. Guests can preorder the Crazy for You Cake [online](#), through the BR App, or stop by their local shop. Love Potion #31® is also offered in Pre-Packed Quarts through the [BR App](#), online and for delivery via [DoorDash](#), [Uber Eats](#), [Postmates](#) and [Grubhub](#), while supplies last.

To fall in love with Baskin-Robbins' premium ice cream flavors and frozen desserts, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com) or follow along on [Instagram](#), [TikTok](#), [Twitter](#) and [Facebook](#).

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*\*\* Offer subject to change. Terms apply. See BR App for details beginning 2/1/2024. Users must be logged into their BR account to access deals.*

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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](http://BaskinRobbins.com) and [InspireBrands.com](http://InspireBrands.com).