



# Treat Your Imagination with Baskin-Robbins®™ Exclusive IF Movie Menu

**Imaginative and flavorful new menu lineup launches in-shop nationwide, plus immersive in-person and digital experiences**

**CANTON, Mass., (May 1, 2024)** – Step into a whirl'd of imagination with Baskin-Robbins®' exclusive menu lineup inspired by Paramount Pictures' new film, IF, only in theatres starting May 17. Available for a limited time, treat your imagination to a delicious menu that invites ice cream lovers of all ages to sprinkle a little wonder into their everyday.

Inspired by the IF characters 'Blue' and 'Blossom' from the movie, sink your pink spoon into two new **Flavors of the Month**, **Blue's Boardwalk Bash** and **Blossom's Berry Twirl**. A carnival in a cup, [Blue's Boardwalk Bash](#) combines blue raspberry flavored ice cream with crunchy OREO®\* Cookie Pieces and cotton candy swirls. As sweet as Blossom herself, [Blossom's Berry Twirl](#) combines strawberry and sweet cream ice creams with rainbow sprinkles and pink sugar cookie dough flowers. Guests can even transform these flavors into [Blue or Blossom Creature Creations®](#), which come in a specialty cup with a character-inspired white chocolate topper.

Guests can also try Blossom's Berry Twirl in the [What IF? Sundae](#), which features a piece of confetti cake, Blossom's Berry Twirl, sweet strawberry topping, rainbow sprinkles, whipped cream and a cherry. It's a sundae as bright and imaginative as you are.

"As we grow up with all of life's complications and curveballs, it's easy to lose sight of our childlike wonder," said Jerid Grandinetti, Vice President of Marketing & Culinary at Baskin-Robbins. "In collaboration with the IF Movie, we are excited to help guests rediscover their imagination and celebrate all of life's little wonders with our delicious lineup of frozen treats."

"Baskin-Robbins is one of the most iconic and beloved brands in the world, and we are thrilled to partner with them on IF," said Michelle Hagen, Executive Vice President, Worldwide Brand Partnerships at Paramount Pictures. "The Baskin-Robbins experience celebrates the "what if" opportunity in every moment, in every flavor, and every delicious creation, and its 'seize the yay' philosophy embodies everything that moviegoers will experience when they see IF in theatres."

Baskin-Robbins and the IF Movie are also going beyond the big screen with **Imagination Station, an exclusive way to bring imaginary friends to life**. [Imagination Station](#) invites fans to draw their IF online and see it magically transform into a one-of-a-kind picture of their IF. As an added sweet treat, participants will receive an offer to buy one scoop, get one 50% off\*\* - because imaginary friends deserve a treat, too.

To treat your imagination in person, Baskin-Robbins will recreate the magic of IF through its Coney Island-inspired Treat Your Imagination 4D Photo Booth pop-up experience on May 18, at the Santa Monica Pier in Los Angeles from 1 to 7 p.m. PST. Guests can enjoy these limited-time flavors, an immersive photo booth, and the chance to win free ice cream for a year.\*\*\*

Starting May 1, the limited-time IF-inspired menu is available at Baskin-Robbins locations nationwide and can be ordered in-shop, online or through the [BR App](#), while supplies last.

To learn more about 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 Expires 6/30/24. Terms & Conditions Apply.*

*\*\*\*No purchase necessary. Visit [baskinrobbs.com/en/if-sweepstakes](http://baskinrobbs.com/en/if-sweepstakes) for Official Rules and complete details.*

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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 7,700 retail shops in 33 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).

## About IF

From writer and director John Krasinski, IF is about a girl who discovers that she can see everyone's imaginary friends — and what she does with that superpower — as she embarks on a magical adventure to reconnect forgotten IFs with their kids. IF stars Cailey Fleming, Ryan Reynolds, John Krasinski, Fiona Shaw, and the voices of Phoebe Waller-Bridge, Louis Gossett Jr. and Steve Carell alongside many more as the wonderfully unique characters that reflect the incredible power of

a child's imagination.

#### **About Paramount Pictures**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Paramount Global (NASDAQ: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Paramount Pictures has some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, and Paramount Players. PPC operations also include Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.