



# Calling all Beach Day™ Baddies: Baskin-Robbins Makes Waves with the Highly Anticipated Return of Beach Day™

To celebrate the return of the fan-favorite, the brand is partnering with model, Hunter McGrady

**CANTON, Mass., (June 27, 2024)** – After a tidal wave of requests from Beach Day™ Baddies everywhere, Baskin-Robbins® is bringing back a fan-favorite flavor for a limited time. Starting July 1, the highly requested **Beach Day™** ice cream returns to shops nationwide, available as the Flavor of the Month, as well as a **new Beach Day™ Shake, Beach Day™ Sundae** and **Pre-Packed Quart**. To celebrate the occasion, Baskin-Robbins is partnering with brand fan and model, Hunter McGrady.

A tidal wave of flavor, Beach Day™ is a salted vanilla-flavored ice cream swimming with milk chocolate-flavored caramel-filled sea turtles, frosting flecks and swirls of graham cracker sand. A sip of summer, the new Beach Day™ Shake features a caramel praline drizzle and graham cracker sand topping, while the delicious new Beach Day™ Sundae pairs two scoops of the fan-favorite flavor with caramel praline topping, graham cracker sand, and a waffle cone chip. Guests can also bring the beach home with the new Beach Day™ Pre-Packed Quarts.

Beach Day™ has become a summer staple so hyped it even has its own iconic fandom: enter the Beach Day™ Baddies. These loyal stans of Beach Day™ have been known to go to extreme measures when their favorite flavor is involved. So, to celebrate these iconic fans, Baskin-Robbins is collaborating with the ultimate Beach Day™ Baddie, Hunter McGrady. With her chill vibes, summer style and love for Beach Day™ ice cream, McGrady is on a mission to make sure ice cream lovers everywhere know they can take a trip to the beach with a single bite...or sip.

“With Beach Day™ fans requesting the return of their favorite ice cream year-round, we wanted to bring the flavor back in a big way,” said Jerid Grandinetti, Vice President of Marketing & Culinary at Baskin-Robbins. “In addition to introducing new ways for guests to enjoy Beach Day™ ice cream, we couldn’t be happier to mark the start of summer with a partner who authentically represents the Beach Day™ Baddie energy, Hunter McGrady.”

For guests that want to show their love of Beach Day™, Baskin-Robbins is also dropping the Beach Day™ Collection - exclusive merchandise that’s perfect for summer days. The collection includes canvas tote bags, tumblers, crewnecks, coolers, pin sets and more. All items will be available starting July 1, at [ShopBaskinRobbins.com](https://ShopBaskinRobbins.com), while supplies last.

Starting July 1, the full Beach Day™ menu lineup will be available at Baskin-Robbins locations nationwide and can be ordered in-shop, online or through the [BR App](#), for a limited time. Surf the flavor wave before summer slips away.

To learn more about Baskin-Robbins’ premium ice cream flavors and frozen desserts, visit [www.BaskinRobbins.com](https://www.BaskinRobbins.com), download the [BR App](#), and follow along on [Instagram](#), [TikTok](#), [Twitter](#) and [Facebook](#).

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