



Sweet Berry Bliss: Baskin-Robbins Unveils Strawberry Tres Leches Ice Cream and Refreshing Lava Colada

Celebrate National Strawberry Month with spring scoops, sips and Mother's Day treats

CANTON, Mass., (May 1, 2025) – With spring in full bloom, Baskin-Robbins® is scooping up something extra special to celebrate. Starting May 1, guests can dive into a berrylicious lineup of new and returning favorites: the Flavor of the Month, Strawberry Tres Leches; the tropical Lava Colada beverage; and the Perfect Peony and Strawberries 'n Cream Cakes—just in time for Mother's Day.

Available for a limited time, **Strawberry Tres Leches** is a luscious tribute to the popular Latin American cake that'll send everyone into a strawberry daydream. This decadent dessert-in-a-scoop is the perfect way to celebrate National Strawberry Month and features Tres Leches Ice Cream blended with juicy strawberry pieces, fluffy white cake chunks, and swirls of strawberry goodness. Embark on your sweet strawberry daydream and try Strawberry Tres Leches before it floats away.

The warmer air is calling for one thing: frozen beverages galore! This spring, guests can transport themselves to island time with the latest addition to Baskin-Robbins' beverage lineup. A refreshing twist on the tropical Lava Flow, the new **Lava Colada** is a dreamy blend of piña colada flavors and the fruity tang of delicious strawberries. It's a creamy mocktail of summer fruits, minus the rum. Trying it for the first time? From May 1-31, Baskin-Robbins Rewards members can enjoy a **medium Lava Colada for \$4*** – all day, every day.

"Our new Strawberry Tres Leches ice cream and Lava Colada beverage are a refreshing way to embrace the flavors of spring," said Nicole Boutwell, vice president of marketing & culinary at Baskin-Robbins. "Whether you're taking a moment for yourself with a fruity scoop or planning a heartfelt celebration with one of our Mother's Day cakes, we hope these seasonal treats add a little extra joy to your springtime traditions."

To make Mother's Day feel extra special, celebrate with two stunning ice cream cakes made just for her. The **Perfect Peony Cake** now features even more vibrant peony designs and elegant icing rosettes to make her day unforgettable. The **Strawberries 'n Cream Cake** is elegantly topped with real strawberries and finished with a strawberry-whipped frosting, making it a sweet classic perfect for spring. Each cake is made to share and is fully customizable with Mom's favorite ice cream and cake flavors, plus a heartfelt message. Baskin-Robbins Rewards™ members can also unlock **\$5 off a cake purchase of \$35 or more*** throughout the month.

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

*Valid at participating U.S. Baskin-Robbins stores for Baskin-Robbins Rewards members. Terms and exclusions apply. For full offer details, visit the BR App. For full rewards program terms, visit baskinrobbins.com/en/terms-of-use.

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