Summerâ€™s Looking Sweet at Baskin-Robbins as Sydney Sweeney Launches Exclusive Sweet on Sydney Menu

Sydney's Rainbow Sherbet faves just dropped, and her signature scoop and fizz are getting the spotlight

CANTON, Mass. **(June 26, 2025)** — Baskin-Robbins® is bringing serious star power to your ice cream outings this summer with the launch of the **Sweet on Sydney Menu** — a limited-time offering co-created with longtime Baskin-Robbins fan and actress, **Sydney Sweeney**. Available starting July 1**,** the Sweet on Sydney Menu celebrates Sweeney's signature sweet tooth and love of Baskin-Robbins with two colorful creations perfect for a refreshing summer snack.

At the heart of the new menu is **Sydney's Signature Scoop**, which features Rainbow Sherbet in a chocolate-dipped waffle cone with rainbow sprinkles and topped with gummi bear minis — a nostalgic and flavor-packed creation that's fun, fruity and totally sweet. Joining the scoop is a new, refreshing beverage, **Sydney's Signature Fizz**, which blends Rainbow Sherbet with STARRY™ lemon lime soda* and is topped off with gummi bear minis. This summery sip will be served in an exclusive color changing collectable gummi bear cup for an additional charge, while supplies last**.

"Baskin-Robbins has been part of my life since I was a kid — it's where some of my favorite memories were made, and I still go multiple times a week," said Sweeney. "I've always loved their Rainbow Sherbet, and getting to put my go-to order on the menu is such a full-circle and rewarding moment."

To celebrate the launch, Sydney Sweeney is starring in a new national campaign for the brand, showcasing her frequent sweet treat runs and infectious love for all things Baskin-Robbins. In the spot, Sydney is seen dropping by her local shop day after day, always ordering the same thing — until her love of the treat becomes a menu all its own.

"We couldn't be more excited to partner with Sydney," said Nicole Boutwell, vice president of brand marketing & culinary at Baskin-Robbins. "She brings joy, personality, and a genuine love for our brand — her creations are just as bold and fun as she is."

The **Sweet on Sydney Menu** will be available nationwide starting July 1, while supplies last. Fans can treat themselves to a scoop or sip of Sydney's favorites — and go all in on feeling sweet this summer. Additionally, to celebrate National Ice Cream Day from July 20 to July 26, guests can receive $5 off orders of $20+ in the BR App***, online, in-shop and through their preferred third-party delivery partner.

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.

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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 7,800 retail shops in 36 global markets. Baskin-Robbins is part of the Inspire Brands family of restaurants. For more information, visit BaskinRobbins.com and InspireBrands.com.

**STARRY is a registered trademark of Portfolio Concentrate Solutions UC*

***Collectible gummi bear cup not available on delivery.*

****Offer valid on orders $20+ pre-tax only at participating U.S. Baskin-Robbins locations. Expires 7/26/2025. Exclusions, terms & conditions apply. ©2025 BR IP Holder LLC.*