Baskin-RobbinsÂ® Serves Up Retro Romance with New Valentineâ€™s Day Vintage Cakes and Celebrates 31 Years of Love Potion #31Â®

Available in Shops Beginning Sunday, February 1

CANTON, Mass. — Baskin-Robbins® is inviting everyone to swap the bouquet for something sweeter this Valentine's Day. The brand is debuting two new romantic cakes with a nostalgic twist, the Vintage Heart Cake and Vintage Cherry Cake, alongside the highly anticipated return of one of its most beloved flavors, Love Potion #31®, now celebrating 31 years of swooning fans. The full lineup arrives in shops nationwide on Sunday, February 1, perfectly timed for every kind of Valentine's celebration.

Perfect for sharing with a sweetheart, celebrating with besties or treating yourself, the new Vintage Heart Cakes come in two sizes. The smaller heart serves 2 to 4 people, while the larger version serves 10 to 12. Both can be filled with any favorite ice cream flavor, and yes, Love Potion #31® is strongly encouraged.

- The Vintage Heart Cake features a light pink frosted base trimmed with pink, red, and white borders and dotted with dainty frosted hearts. Sweet, stylish, and perfect for a custom icing message like "ILYSM."
- The Vintage Cherry Cake delivers the same nostalgic charm with an elevated twist, finished with adorable cherries, romantic piping, and heart details.

And no Valentine's celebration is complete without the brand's iconic matchmaker: Love Potion #31®. Returning as February's Flavor of the Month, this fanâ€‘favorite blends White Chocolate and Raspberry flavored ice creams with raspberry swirls, chocolateâ€‘flavored chips, and raspberryâ€‘filled chocolate hearts. A flavor known for delivering instant spark, and somehow still surprising fans each year, it continues to be one of Baskin-Robbins' mostâ€‘requested returns.

To mark its 31st milestone, Baskin-Robbins is introducing the Love Potion #31 Cappy®, a blend of the signature flavor with real Arabica coffee, topped with whipped cream and a fudge drizzle. It's the perfect pickâ€‘meâ€‘up for Valentine's season.

"Love Potion #31® has been a Valentine's favorite for decades, and celebrating its 31st year is really special," said Nicole Boutwell, VP of Marketing and Culinary Innovation at Baskin-Robbins. "It has become part of how our guests enjoy the holiday. This year, we're bringing that same spirit to our Vintage Valentine's Cakes and the Love Potion #31® Cappy. We can't wait to see these new treats become part of people's celebrations."

From swoonâ€‘worthy scoops to adorable new cakes, Baskin-Robbins is helping guests share the love this Valentine's Day, no bouquet required! The full Valentine's Day lineup will be available at Baskin-Robbins shops nationwide beginning February 1.

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 onâ€¯Instagram, TikTok, Twitter and Facebook.

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About Baskin-Robbinsâ€¯

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.