



Go Bananas for Baskin-Robbins® this March! Brand Debuts New Banana Dulce de Leche Flavor of the Month & \$6 Banana Split Wednesdays

Banana Dulce de Leche and \$6 Banana Split Wednesdays available nationwide starting March 1

This March, Baskin-Robbins® is going bananas! The brand is rolling out a next-level twist on the classic banoffee pie with its newest Flavor of the Month – Banana Dulce de Leche – a sweet, creamy creation that’s sure to send die-hard banana lovers (and anyone with a sweet tooth) into a full-on frenzy. As an added treat, Baskin-Robbins is introducing \$6 Banana Split Wednesdays to make midweek moments even sweeter for Baskin-Robbins Rewards® members.

Inspired by Banoffee pie – a classic British dessert made with bananas, toffee, and cream – Banana Dulce de Leche is a gooey combo of banana custard and brown butter ice cream with toffee pieces and ribbons of dulce de leche. It’s a scoop that’s decadent, playful, and un-peel-ievably delish.

“Banana Dulce de Leche is all about fun and flavor,” said Nicole Boutwell, Vice President of Brand Marketing and Culinary at Baskin-Robbins. “With its creamy banana base and gooey dulce de leche swirls, it’s a can’t-put-down flavor that keeps you coming back for more – and we totally get it.”

- To make the month even sweeter, Baskin-Robbins Rewards® members are invited to celebrate \$6 Banana Split Wednesdays throughout March. Every Wednesday (March 4, 11, 18 and 25), members can enjoy classic Banana Split sundaes for just \$6 at participating U.S. locations. *

Guests can join Baskin-Robbins Rewards® in the BR App to get access to this sweet deal and unlock exclusive member benefits!

Banana Dulce de Leche is available at participating Baskin-Robbins locations nationwide for a limited time beginning March 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 on [Instagram](#), [TikTok](#), [X](#) and [Facebook](#).

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.

*Offer valid at participating U.S. Baskin-Robbins locations. Coupon must be presented in the BR App and scanned at the time of purchase or selected at checkout for online or in-app orders. May not be combined with any promo codes. No substitutions allowed. Void if reproduced, copied, transferred, distributed, purchased, traded, sold, or where prohibited or restricted by law. ©2026 BR IP Holder LLC.