

Ice Cream Cakes: Fun by the Slice



Baskin-Robbins® has been at the center of celebrations big and small since 1945, and in 1962 the brand took this a slice further by offering ice cream cakes. Since then, Baskin-Robbins has created some of the most iconic ice cream cakes of all time. From birthdays and graduations to Mother's Day and Thanksgiving, Baskin-Robbins has a cake for every occasion.

Customization

Each Baskin-Robbins ice cream cake features three main components: a base of white cake or chocolate cake, a layer of guests' choice of ice cream and frosting. Many cake designs also give guests the option to include a custom (and edible!) personalized message for the recipient or occasion. In 2019, Baskin-Robbins took personalization to the next level and rolled out PhotoCake®* technology to stores nationwide, providing guests a platform to customize their cake with an Edible Image® Printed by PhotoCake® **.



Baskin-Robbins ice cream cakes are made to order by cake decorators at each shop. Decorators are skilled at building the brand's latest designs but also help guests bring their wildest ice cream cake dreams to life. With inspiration from Baskin-Robbins' culinary team, cake decorators have built everything from a mug of beer for Father's Day to an ice cream cake made to look like a Thanksgiving turkey – glaze and frills included.

Baskin-Robbins also innovated by swapping out the cake for a soft, chewy chocolate chip cookie or double fudge brownie crust to create the iconic [Polar Pizza® Ice Cream Treats](#). A unique, customizable treat with no silverware required, this new twist on a classic pizza pie is topped with your favorite ice cream flavor smoothed from edge to edge, and finished off with a variety of toppings. For guest looking for an on-the-go option, Polar Pizza® come in four pre-made varieties, including Chocolate Chip Cookie Dough and OREO® Cookies 'n Cream.



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Convenience

Ordering a custom Baskin-Robbins ice cream cake or Polar Pizza® is easier than ever before and most orders are available for pick-up within 24-48 hours. Guests can place their order by visiting or calling their local shop, through the Baskin-Robbins mobile app or through BaskinRobbins.com. Baskin-Robbins locations also stay stocked with ready-made cakes and Polar Pizza® Ice Cream Treats perfect for last minute celebrations.

*PhotoCake® is a registered trademark of DecoPac.

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