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**BASKIN-ROBBINS CELEBRATES LOVE  
WITH NEW CHOCOLATE ICE CREAM TREATS THIS WINTER**

***Love Chocolate? America's Favorite Neighborhood Ice Cream Shop  
Introduces Chocolate Treats and Uncovers Valentine's Day Trends***

**CANTON, Mass. (January 7, 2008)** – Baskin-Robbins, America's favorite neighborhood ice cream shop, is celebrating the New Year with fellow chocolate lovers and ice cream aficionados. The world's largest chain of ice cream specialty stores is spreading the love with six decadent chocolate offerings including new SuperFudge Truffle ice cream, new Chocolate Indulgence Cake, and new Chocolate Covered Strawberry Sundae. The delicious treats are only available for a limited time and are in-store through February 17, 2008.

As America's favorite neighborhood ice cream shop, Baskin-Robbins set out to find Americans' preferences and favorite ways to celebrate two popular and timely events, New Year's and Valentine's Day. The Love Chocolate survey, conducted with Insight Express, polled a random nationwide sampling of 1,000 adults over age 18.\* The survey highlights Americans' views of the New Year and the season of love, uncovering interesting statistics about the simplicity of these winter events.

**Sweet and Simple Statistics**

Resolutions are always a hot topic in January, but according to the survey, 65 percent of Americans say they do *not* make resolutions. Among the few who do, 28 percent keep their resolution for only one day. So instead of making broken promises, rejoice and celebrate the New Year with chocolate and love!

The survey also shows Americans stay true to tradition when it comes to Valentine's Day, showing their love in simple ways. Almost 50 percent of people will woo their loved one with a traditional dinner and more than 30 percent will buy chocolates. Simple gifts from the heart do not require a lot of money, which is why 36 percent of Americans plan to spend only \$20 to \$50 on their sweetheart.

Even when hectic days make emails and text messages the easiest and most popular ways to communicate, almost 90 percent of people polled plan to wish their loved one a happy Valentine's Day in person. With the growth of wireless communication and emphasis on expensive novelties, this survey shows that love still conquers all. Simple treats delivered by a special someone is the perfect way to celebrate love without the unnecessary bells and whistles. In fact, 30 percent of people polled do not want a Valentine's Day gift this year.

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\*Survey was fielded in December 2007

## **Chocolate Lovin' Treats**

Baskin-Robbins is offering six simple pleasures and delicious frozen treats meeting consumers' desires this Valentine's Day. More than 36 percent of Americans stated they plan to spend \$20 to \$50 on their sweetheart. All of Baskin-Robbins Love Chocolate treats, even the delicious Sweetheart Cake, fall under or within that range. The frozen delights are available at participating stores nationwide through February 17.

- **NEW! Chocolate Covered Strawberry Sundae:** A perfect combination of SuperFudge Truffle and Very Berry Strawberry ice creams layered with hot fudge and strawberry topping, topped with whipped cream and a cherry, and drizzled with dark dipping chocolate.
- **NEW! Chocolate Chip Truffle Shake:** An irresistible blend of SuperFudge Truffle and Chocolate Chip ice creams and chocolate syrup. Topped with whipped cream and chocolate drizzle.
- **NEW! SuperFudge Truffle ice cream:** A super indulgent Chocolate Fudge ice cream with chunks of chocolate ganache and toffee truffle pieces.
- **Love Potion #31<sup>®</sup> ice cream:** A Valentine's Day favorite! White Chocolate and Raspberry ice creams swirled with a raspberry ribbon and loaded with raspberry-filled cups and chocolate chips. Now available in pre-packed quarts to take home.
- **NEW! Sweetheart Cake:** Share the love with the Sweetheart cake decorated with mini red icing hearts, a large red chocolate heart, and a single red rose. A perfect fit with Baskin-Robbins new Fudge Crunch cake, a layer of fudge and chocolate crunchies in between a layer of Vanilla and Chocolate ice creams (Serves 2 – 4).
- **NEW! Chocolate Indulgence Cake:** Treat loved ones to this chocolate 9" round cake with a chocolate fudge border, topped with creamy rosettes and chocolate triangle pieces. A perfect fit with Baskin-Robbins Fudge Crunch cake (Serves 12 – 16).

"Baskin-Robbins was built on its love for making people happy with sweet treats," said Scott Colwell, Baskin-Robbins vice president of marketing. "Our iconic brand is celebrating our customers' passion and love for chocolate with six delicious chocolate lovin' treats that make everyone smile!"

Over the past 62 years, Baskin-Robbins has created hundreds of chocolate-inspired ice cream flavors. Additional chocolate ice cream favorites will be available in-store including: Chocolate, Chocolate Almond, Chocolate Chip, Chocolate Fudge, Chocolate Oreo<sup>®</sup>, German Chocolate Cake, Gold Medal Ribbon<sup>®</sup>, Mint Chocolate Chip, Peanut Butter 'n Chocolate, Rocky Road, Winter White Chocolate<sup>®</sup>, and World Class<sup>®</sup> Chocolate. For ice cream lovers on the lookout for lighter frozen treats to celebrate Valentine's Day, Baskin-Robbins is still a treat destination. Light and sweet options include Vanilla Non-Fat Yogurt, Lime Daiquiri Ice, Raspberry Cheese Louise<sup>®</sup> (frozen yogurt), Chocolate Chocolate Chip (no sugar added), and Pineapple Coconut (no sugar added).

## **Baskin-Robbins Web Site Adds New Features**

Baskin-Robbins Web site, [www.baskinrobbins.com](http://www.baskinrobbins.com), is introducing fun ways to help celebrate love. The new Web site launched in December 2007 and continues to introduce new features in 2008, including customizable eCards available January 16, 2008. Baskin-Robbins eCards are just as sweet as ice cream, the cards provide a unique and special way to say "I love you" on Valentine's Day or any day of the year. Baskin-Robbins eCards are customizable with fun graphics and personal sayings that will leave your sweetheart swooning.

## **Baskin-Robbins**

Baskin-Robbins, the world's largest chain of ice cream specialty shops, creates and markets innovative, high-quality ice cream, specialty frozen desserts and beverages in more than 5,800 retail shops around the globe. Baskin-Robbins was founded by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit [www.baskinrobbins.com](http://www.baskinrobbins.com).