

baskin **BR** robbins®

Monsters, unicorns and mermaids, oh my!

Baskin-Robbins introduces Creature Creations, an exciting new addition to its sundae line-up. Creature Creations is here to elevate the traditional scoop with new levels of imagination



Baskin-Robbins Canada launches Creature Creations – an addition to the brand’s line-up of sundae offerings. The cute, whimsical, and mystical new creatures add new life, and an extra dose of fun to the brand’s menu offerings.

Toronto, July 6, 2020 – Monsters, unicorns and mermaids have taken over Baskin-Robbins shops across Canada – and they’re not leaving anytime soon. Introducing Creature Creations the newest addition to the Baskin-Robbins Sundae portfolio, these whimsical characters will bring any scoop to life. These picture perfect, social media friendly artistic sensations are sure to brighten up anyone’s day.

“After stealing the hearts of thousands throughout Australia, we decided it was about time to bring our Creature Creations North of the equator, says Natalie Joseph, spokesperson for Baskin-Robbins Canada. “We are so excited for Canadians to meet our new fun and edible friends and know kids young and old will have fun with these delicious treats.”

With three different options to choose from, these Instagram-ready creatures each feature your favourite flavour scooped into their own decorative cup. A delicious array of colourful sprinkles and option of a white chocolate monster’s eyeball, unicorn horn or mermaid fin adorn the top to tie the whole creation together into a delectable, edible experience.

“Food, especially ice cream, is such a natural mood lifter,” continues Joseph. “We’re delighted to be able to bring that joy-factor to an entirely new level. Once these delicious and delightful edible creatures are in your hands, be sure to snap a picture and share it with friends. It’s sure to put a smile on their faces.”

Creature Creations are now available at Baskin-Robbins shops in Canada at a special introductory price of \$4.99.