

Baskin-Robbins Canada introduces dairy-free, plant-based vegan ice cream, *Chocolate Extreme*, as part of eagerly anticipated pilot program



Throughout the month of May (2020), Baskin-Robbins Canada completes the roll-out of Chocolate Extreme – the brand’s first non-dairy/vegan flavour in Canada. The pilot is scheduled to last a minimum of four months.

TORONTO, Ont., May 1, 2020 – Baskin-Robbins, the world’s largest chain of specialty ice cream shops, completes this month the roll-out of a pilot program that makes available for the first time within its Canadian network a non-dairy, plant-based vegan ice cream. Free of any animal sources - meat, fish, shellfish, milk, egg, honey, enzymes or rennet, **Chocolate Extreme** offers a rich chocolate flavour with semi-sweet chocolate chips and a chocolate fudge ribbon.

“We’ve been eagerly awaiting this launch,” says Natalie Joseph, representative for Baskin-Robbins Canada. “This is an important pilot for us – one that has required a considerable number of hours of work and logistics behind the scenes. I could not be more proud of our team, both north and south of the border. We’ve worked around the clock to make this happen and the result is outstanding. I’m optimistic our guests will appreciate the quality of this product and will return for more.”

The roll-out is expected to be completed in May with the pilot scheduled until September – or until inventory runs out.

Like all Baskin-Robbins flavours, Chocolate Extreme is available alone, scooped in a cone or a cup, or as part of a custom milkshake.

During this very unique month of May, please consult the Baskin-Robbins [store locator](#) or call your local Baskin-Robbins shop prior to visiting your closest location. For more information about Baskin-Robbins Canada and its variety of ice cream flavours and frozen desserts, please visit baskinrobbins.ca or follow the brand on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).