

CREATURE CREATIONS® TAKES SCOOPS INTO THE SEA



Baskin-Robbins is transporting ice cream lovers to magical new worlds with their lineup of Creature Creations® in the U.S. and Canada. The product offering brings to life whimsical characters in a decked-out scoop. With playful personalities, Creature Creations® gives consumers another way to let their ice cream creativity run wild, bringing imaginative fun to life everywhere from the menu board down to the last bite.

Just in time for Summer 2021, Baskin-Robbins introduced [Creature Creations® Into the Sea](#) with its newest lineup of nautical characters including a Shark, Dolphin and Sea Turtle. These decked out, sea-inspired scoops rode waves into Baskin-Robbins shops through playful cup designs, an edible white chocolate topper and a colorful explosion of sea-inspired sprinkles.

The brand launched the first lineup of [Creature Creations®](#) in 2020 – including a Unicorn, Mermaid and Monster. Each character came complete with a playfully unique cup design, white chocolate topper, colorful explosion of sprinkles and a scoop of Baskin-Robbins ice cream. To bring guests and readers on a magical expedition to spread kindness and celebrate uniqueness with these new Creature Creations®, Baskin-Robbins teamed up with Taye Diggs for the release of a children's e-book titled ["The Festival of Creatures."](#)

Visit your local Baskin-Robbins shop to try out our Creature Creations® for yourself, or have these imaginative scoops delivered right to your doorstep via [DoorDash](#), [Uber Eats](#) or [Postmates](#).

