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## **Baskin-Robbins Gives Liverpool FC Fans in Indonesia the Chance to Win the Ultimate Fan Experience**

### **Sweepstakes Celebrates Liverpool FC's Upcoming Summer Southeast Asia Tour and Baskin-Robbins' Delicious Range of Ice Cream Flavors**

JAKARTA, INDONESIA -- (Marketwired) -- 06/10/15 -- [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, today announced the kick-off of a sweepstakes in partnership with Liverpool FC (LFC), one of the world's most historic and famous football clubs. The sweepstakes will give fans in Indonesia the chance to score the ultimate LFC fan experience during the club's upcoming summer Southeast Asia tour and also celebrate Baskin-Robbins' wide range of delicious ice cream flavors and frozen treats.

From now through June 30<sup>th</sup>, Baskin-Robbins guests in Indonesia can earn an entry into the sweepstakes when they purchase a fresh-packed half-gallon of ice cream, two quarts of fresh-packed ice cream or three pints of fresh-packed ice cream, and tell the brand in 31 words why they should be selected to win the trip to Kuala Lumpur to get the ultimate LFC fan experience. Three lucky winners will receive a trip for two to Kuala Lumpur, Malaysia with three nights hotel accommodation, two tickets to the LFC match against Malaysia XI on July 24<sup>th</sup> in Kuala Lumpur, two tickets to an LFC training session and two tickets to an exclusive meet and greet with LFC players.

"As the official ice cream partner for LFC, we're excited to offer our fans in Indonesia the chance to win this ultimate LFC fan experience," said Celia Ho, Field Marketing Manager, Southeast Asia, Baskin-Robbins. "We're looking forward to giving three lucky Baskin-Robbins and LFC fans in Indonesia a once-in-a-lifetime football experience when the team visits Kuala Lumpur this July."

In 2013, Dunkin' Brands Group, Inc. (NASDAQ: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, announced a multi-year marketing partnership with LFC to support global expansion of the Dunkin' Donuts and Baskin-Robbins brands. Under the agreement, Dunkin' Donuts is the official coffee, tea and bakery partner for LFC, and Baskin-Robbins is the official ice cream partner. The partnership is helping both Dunkin' Brands and LFC further engage with their fans around the globe through joint promotions, digital and print advertising, and appearances during pre-season tours.

To learn more about Baskin-Robbins, please visit:

Website: <http://www.baskinrobbins.co.id/>

Facebook: [baskinrobbinsindonesia](#)

#### **Company Logo**

<http://release.media-outreach.com/i/Download/3094>

#### **About Baskin-Robbins**

Baskin-Robbins, the world's largest chain of ice cream specialty shops, creates and markets innovative, premium hard scoop ice cream, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 7,500 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,200 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (NASDAQ: DNKN) family of companies. For further information, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com).

#### **About Liverpool FC**

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields

As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programmes, the Foundation motivates and

inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognised by the award of a Community Mark from Business In The Community

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.

**Contact:**

Brian W. Witte  
Ruder Finn Asia  
+65-6336-5753  
[Email Contact](#)

Cherry Lui  
Ruder Finn Asia  
+65-6336-0729  
[Email Contact](#)

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