



Baskin-Robbins Brand Milestones

- 1945** Irv Robbins opens the Snowbird ice cream shop in Glendale, California on December 1. The store's concept will later become the first Baskin-Robbins.
- 1946** Burt Baskin opens the Burton's ice cream shop in Pasadena, California.
- 1953** Burt and Irv consolidate stores under the name Baskin-Robbins 31 Ice Cream, creating the unique "31[®]" concept of offering a different flavor for every day of the month.
- 1958** Baseball Nuthits stores to commemorate the Dodgers move to Los Angeles from Brooklyn.
- 1959** Baskin-Robbins offers 150 flavors in their "Flavor Library," with the introduction of Hazelnut Toffee ice cream.
- The first Baskin-Robbins store outside of California opens in Phoenix, Ariz.
- Late-1950's** The signature Baskin-Robbins' pink miniature spoon arrives in stores.
- 1964** Beatle Nut hits the stores when Beatlemania strikes the United States.
- 1969** Lunar Cheesecake launches as the first man lands on the moon in July.
- 1970** Pink Bubblegum pops in stores.
- 1971** The first Canadian Baskin-Robbins opens in Toronto.
- 1973** Baskin-Robbins Japan Co. Ltd. forms to begin opening shops in Tokyo and Osaka.
- 1974** Baskin-Robbins opens its first European store in Brussels, Belgium.
- 1976** Valley Forge Fudge honors America's Bicentennial.
- 1979** The first United Arab Emirate Baskin-Robbins opens in Dubai.
- 1982** Baskin-Robbins Saudi Arabia opens.
- Along with the preppy craze, Baskin-Robbins introduces Preppy Mint.
- 1985** Baskin-Robbins enters Korea.
- OREO[®] Cookies 'n Cream becomes a new hit flavor.
- 1986** Miami Ice hits stores along with TV hit Miami Vice.

- 1988** Baskin-Robbins introduces the “Pinky the Spoon” character, bringing the iconic pink spoon to life.
- 1990** Gorba Chocolate honors the Soviet Leader Mikhail Gorbachev and fall of communism.
Baskin-Robbins opens in Mexico.
- 1991** Baskin-Robbins celebrates its first shop opening in Indonesia.
- 1994** Cappuccino Blast® introduced into stores nationwide.
- 1995** Love Potion #31® starts a Valentine’s Day love affair.
- 2002** Shrek Swirl appears in dipping cabinets nationwide.
- 2004** Baskin-Robbins franchisee, Mitch Cohen, sets a new Guinness World Record for the "Most Ice Cream Prepared in One Minute," scooping 19 cones.
- 2005** Baskin-Robbins celebrates 60 years of providing innovative, high quality ice cream treats with more than 1,000 flavors in its flavor library.
In coordination with worldwide expansion plan, Baskin-Robbins rolls out a bold new shop design.
Baskin-Robbins Korea launches the first ultimate dessert experience shop, Café 31.
- 2006** Dunkin' Brands, together with its franchisees, establishes The Dunkin' Donuts & Baskin Robbins Community Foundation to address critical hunger, children's health and safety needs in local communities.
- 2007** Adding to its line-up of frozen take-home ice cream treats, Baskin-Robbins introduces Fudge Crunch Ice Cream Cakes.
- 2008** Baskin-Robbins launches Soft Serve, becoming the only national ice cream chain to offer both Soft Serve and hand-scooped ice cream.
Premium gourmet cakes are introduced in the Middle East.
- 2009** Baskin-Robbins launches BRight Choices®, a “better-for-you” line of fat free, reduced fat, dairy free, no sugar added, frozen yogurt and light ice cream options.
- 2010** Baskin-Robbins celebrates 65th Birthday by “retiring” five iconic flavors, including French Vanilla.
- 2011** Baskin-Robbins introduces ice cream Cake Bites, elegant frozen treats that combine both ice cream and cake into a single serving.
- 2012** Baskin-Robbins celebrates its entry into Vietnam.
- 2013** Baskin-Robbins signs a master licensee agreement to enter the Philippines.
- 2014** Baskin-Robbins launches online cake ordering to offer guests an easy, convenient way to customize and order ice cream cakes from home.

2015 Baskin-Robbins celebrates 70 years of offering its famous “31 flavors” to its guests around the world.

2016 Baskin-Robbins launches Warm Cookie Ice Cream Sandwiches, bringing together two of America’s favorite treats into one delicious, customizable dessert.

Baskin-Robbins introduces Polar Pizza, a delicious ice cream treat guests can eat like a pizza.

Baskin-Robbins launches a new Mobile App, giving guests the ability to pay for their favorite flavors and frozen treats using mobile Baskin-Robbins cards, receive special mobile offers and keep track of upcoming events and promotions.