



Product Innovation

Baskin-Robbins is committed to offering delectable, high-quality ice cream flavors and frozen treats that surprise and delight its guests. To meet this commitment, in 2006, Baskin-Robbins' parent company Dunkin' Brands Group, Inc., assembled a culinary dream team of acclaimed chefs and food scientists who create new and innovative menu items that are inspired by seasonally popular flavors, food trends and unique flavor combinations.

The culinary team is led by Executive Chef and Vice President of Product Innovation Jeff Miller, a highly- skilled chef who has managed numerous restaurants and has worked in supply chain and product development. Miller graduated summa cum laude from Johnson and Wales University with a B.A. in Culinary Arts/Management.



Since the assembly of the culinary dream team, major Baskin-Robbins product launches have included innovative ice cream cakes and ice cream flavors, layered sundaes, international premium gourmet cakes, and beverages including the Fruit Blast and Smoothies.

In 2009, Baskin-Robbins launched a line of fat-free, reduced-fat, dairy-free, no sugar added frozen yogurt and light ice cream options. BRight Choices® flavors are lighter, but still have the taste and quality guests expect from Baskin-Robbins treats. In 2014, Baskin-Robbins launched its first-ever Greek Frozen Yogurt flavor, Super Yumberry Greek Frozen Yogurt, to add to its better-for-you lineup.

In 2012 and 2013, Baskin-Robbins launched a number of innovative and eye-catching new ice cream cake designs, from its Conversation Heart Cakes for Valentine's Day to its Snowman Cake for Christmas.

In 2015, Baskin-Robbins introduced its newest ice cream cake innovation, the Piñata Pumpkin Patch Cake, which featured a candy-filled center. When guests cut into their Piñata Pumpkin Patch Cake they were delightfully surprised with a delicious cascade of candy.



Lastly, in 2016 Baskin-Robbins launched new Warm Cookie Ice Cream Sandwiches which bring together two of America's most popular treats – cookies and ice cream – as one delectable dessert that can be enjoyed as a sandwich or as a sundae. Baskin-Robbins' Warm Cookie Ice Cream Sandwiches and Sundaes can be personalized with a guest's choice of warm cookies, their favorite ice cream flavor and topping.