

Fun Facts



- There are more than 7,800 Baskin-Robbins locations around the world, with more than 2,500 located in the United States.
- Baskin-Robbins operates in nearly 50 countries worldwide. Outside of the U.S, Baskin-Robbins' largest markets include Japan and Korea, which each have nearly 1,200 locations.
- Baskin-Robbins' "31®" was created to represent a different ice cream flavor for each day of the month. The "31 Flavors" concept was first introduced into marketing efforts in 1953.
- Baskin-Robbins has created more than 1,300 delicious and unique ice cream flavors in its 70 year history.
- The brand's founders, Burt Baskin and Irv Robbins, were brothers-in-law. Burt married Irv's sister Shirley in 1942.
- Baskin-Robbins' top selling ice cream flavors are Vanilla, Chocolate, Mint Chocolate Chip, Pralines 'n Cream, and Chocolate Chip. Pralines 'n Cream outsells Vanilla internationally.
- Pralines 'n Cream ice cream was created by Irv Robbins and his wife Irma in their California home kitchen in 1970.
- Baskin-Robbins' chocolate ice creams were originally comprised of an exclusive blend of three cocoas.
- Today, Baskin-Robbins' brand colors are pink and blue, but the original colors were brown (representing chocolate) and pink (representing cherries), and the brand's famous polka dots represented circus balloons.
- Throughout the years, Baskin-Robbins has honored important American events and cultural trends by introducing premium ice cream flavors, such as Lunar Cheesecake, Sesame Sweet, Beatle Nut, and Green Monster Mint.
- Baskin-Robbins currently holds the Guinness World Record for the largest cup of ice cream. The giant vanilla ice cream scoop, weighing 8,865 lbs., was created on September 13, 2005 in celebration of the company's 60th birthday.
- Famous former Baskin-Robbins scoopers include United States President Barack Obama, chef Bobby Flay, actresses Julia Roberts, Rosie O'Donnell and Chandra Wilson, actors Eric Dane and Randy Quaid, TV host Leeza Gibbons and New York Yankees pitcher Phil Hughes.