



## **BASKIN-ROBBINS ANNOUNCES PLANS TO DEVELOP INTERNATIONALLY IN SOUTH AFRICA AND GERMANY**

Leading Ice Cream Chain Seeks Multi-Unit Franchisees to Develop Baskin-Robbins

Locations in Major Metro Areas

CANTON, MA (June 24, 2013) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, announced today plans to develop locations in major metropolitan areas across South Africa and Germany. This effort is part of Baskin-Robbins' development strategy to increase its presence internationally.

Baskin-Robbins is seeking qualified, multi-unit franchisee candidates to develop the brand in South Africa, with an initial focus on provinces in the south, north and east regions. The German introduction for Baskin-Robbins will begin in Berlin and Munich followed by Hamburg, Frankfurt and Stuttgart. Ideal franchisee candidates should have strong financial backgrounds, a deep knowledge of their local consumers, a proven track record of success in operating multi-unit retail or restaurant businesses, and a desire to develop a minimum of 20-25 Baskin-Robbins' locations in South Africa and 25-30 in Germany over the next several years.

"Expansion in both South Africa and Germany will provide Baskin-Robbins with a strong growth opportunity," said Jeremy Vitaro, Vice President of International Development for Dunkin' Brands. "We are confident that Baskin-Robbins will be well-received internationally in these countries and are eager to extend the brand further to additional markets."

In 1945, Baskin-Robbins was founded by two ice cream enthusiasts who shared a dream to create an innovative ice cream store that would be a neighborhood-gathering place for families. Today, over 300 million people visit Baskin-Robbins each year to sample from the more than 1,000 flavor creations available in its ice cream library. Baskin-Robbins offers guests a wide range of hard scoop ice cream flavors, along with custom ice cream cakes, delicious frozen beverages and take home frozen treats in its more than 7,000 locations around the world.

For more information about Baskin-Robbins' franchise opportunities in South Africa, please contact Valentino Ribeiro, Director of International Development, at +9715 56324084 or [valentino.ribeiro@dunkinbrands.com](mailto:valentino.ribeiro@dunkinbrands.com). For more information about opportunities in Germany, please contact Patricia Halpin, Director of International Development, at +001-248-320-9087 or via email at [patty.halpin@dunkinbrands.com](mailto:patty.halpin@dunkinbrands.com). For additional information about Baskin-Robbins visit [www.baskinrobbins.com](http://www.baskinrobbins.com).