

Baskin-Robbins Press Kit

About Baskin-Robbins

America's Favorite Neighborhood Ice Cream Shop

Baskin-Robbins was founded in 1945 in Glendale, California by Burton Baskin and Irvine Robbins, ice cream enthusiasts and brothers-in-law, whose passion inspired what is now the world's largest chain of ice cream specialty shops. What was once a selection of 31 flavors—Baskin-Robbins "31@" stands for a different ice cream flavor for each day of the month—has grown to more than 1,300 in its flavor library.

"We sell fun, not ice cream." – Irv Robbins

Today, Baskin-Robbins is the world's largest chain of ice cream specialty stores, serving over 300 million customers each year worldwide. The brand is still guided by the same credo and innovative thinking as its founders.

Baskin-Robbins has historically led the industry with innovations such as hand-packed quarts of ice cream, a unique flavor ribbon technique and the use of traditional ingredients such as apple pie and cheesecake. And, Baskin-Robbins continues to introduce new creations that surprise and delight customers – in 2013 launched several fun and innovative new ice cream cake designs including the Conversation Heart Cake for Valentine's Day and the Pumpkin Patch Cake for Halloween. Additional products include layered sundaes, signature ice cream cakes and a growing line of beverages, including Fruit Blasts, Fruit Blast Smoothies, Cappuccino Blast® and shakes.

Over the past 70 years, Baskin-Robbins' spirit of fun and innovation has captured notable moments in American history through its unique ice cream flavors. When the Dodgers moved from Brooklyn to Los Angeles in 1957, Baskin-Robbins commemorated the move with Baseball Nut. In 1964, when Beatlemania struck the United States, a new flavor called Beatle Nut hit Baskin-Robbins shops. When the first astronauts set foot on the moon in 1969, Lunar Cheesecake also landed in Baskin-Robbins shops within minutes. Baskin-Robbins has captured historic moments with landmark flavors like Gorba-Chocolate, which was inspired by the Soviet leader, Mikhail Gorbachev. In 2002, Shrek Swirl was introduced, celebrating the animated hit movie and its star green ogre.

Today, Baskin-Robbins continues the tradition of creating ice cream flavors around historic moments and periods as well as honoring pop cultural figures, both real and fictional.

Company, At-A-Glance

Baskin-Robbins is owned by Dunkin' Brands Group, Inc. (Nasdaq: DNKN).

Total global franchisee-reported sales for Baskin-Robbins: \$1.9 billion. (For Year-End, 2014)

Total worldwide shops: More than 7,600 shops in nearly 50 countries; Nearly 2,500 U.S. shops in 43 states, plus the District of Columbia; More than 5,000 international shops. (As of Year-End)

Corporate Headquarters

Dunkin' Brands, Inc.
130 Royall Street
Canton, MA 02021
781-737-3000

Dunkin' Brands Corporate Communications Media Line:
781-737-5200