

Baskin-Robbins Flavor Innovation



Baskin-Robbins® was founded in 1945. 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 1,400 in our flavor library. Now, 75 years later, we are still guided by the same principles and innovative thinking as our founders, and we are committed to introducing at least one new flavor each month.

Team of Flavor Pioneers

To live up to our "to create someone's next favorite flavor" Baskin-Robbins goal, we have assembled a culinary team that lives and breathes ice cream. From keeping a pulse on the latest flavor trends to thinking about how to use pop culture to inspire ice cream flavors and products, our flavor experts are dedicated to living up to the founders', Burton "Burt" Baskin and Irvine "Irv" Robbins, dream for the brand.



Americana as Flavor Inspiration

From seasonal flavors to ice cream inspired by pop culture moments, Baskin-Robbins quickly became known for its iconic and unique flavors. Fueled by culinary creativity and inspiration from headlines of the day, Baskin-Robbins has marked the past several decades with unforgettable flavors:

- When the Dodgers moved from Brooklyn to Los Angeles in 1957, Baskin-Robbins commemorated the move with Baseball Nut®.

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- In 1964, when Beatlemania struck the United States, a new flavor called Beatle Nut hit Baskin-Robbins shops.
- After the first astronauts set foot on the moon in 1969, [Lunar Cheesecake](#) also landed in Baskin-Robbins shops.
- In 2019, Baskin-Robbins partnered with Netflix to serve up scoops of [USS Butterscotch](#), a flavor served up by the fictional Scoops Ahoy ice cream shop in Stranger Things.



Taste Test Required

Co-founder Irv Robbins once explained that Baskin-Robbins “sells fun, not ice cream” and this sentiment is true from the moment anyone walks into a shop. Whether it’s your first time or you’re a life-long Baskin-Robbins fan, everyone is offered a pink spoon sample of as many flavors as they’d like. This commitment to flavor exploration is also what inspired Baskin-Robbins’ “Flavor of the Month” program, which began over 50 years ago and introduces new, limited edition flavors each month.

We All Scream for Ice Cream

To ensure that everyone can get in on the flavor fun, Baskin-Robbins offers a variety of better-for-you options including frozen yogurt, non-dairy ices and sorbets and no sugar added frozen dessert offerings. In 2019, we expanded our ice cream options even further by introducing our first non-dairy, plant-based ice cream flavors and expanded these offerings again in 2021 with the introduction of oatmilk.

