

# The Story of Baskin-Robbins



In the words of Baskin-Robbins® co-founder Irv Robbins, “we sell fun, not ice cream” and for more than 75 years, the brand has been guided by this principle. What started out as a small ice cream parlor in Glendale, California has now become the world’s largest chain of specialty ice cream shops.

It’s been a sweet journey – that includes more than 1,400 unique ice cream flavors, over 52 countries and nearly 7,700 locations around the globe. Here’s a quick glimpse at how it all came to life.

## 1940s

Ice cream fanatic Irv Robbins opens the doors to the first ever ice cream shop in Glendale, California in 1945. Over the next five years, he and his brother-in-law, Burt Baskin, expand their love of ice cream across Southern California – opening eight shops between the two – and purchase their first dairy production facility, giving them the opportunity to experiment with new ingredients and flavors like never before.

## 1950s

After a few years of ice cream testing bliss, Burt and Irv officially merge all shops to create Baskin-Robbins Ice Cream – which for the first time included 31 flavors of ice cream – one for every day of the month. A few years later, the iconic pink sampling spoon is introduced to allow guests to taste the different flavors before choosing which to go with.

## 1960s

As the brand continues to grow to more than 500 shops, it releases some of its most iconic pop culture centric flavors like Beatle Nut at the height of Beatlemania and Lunar Cheesecake to celebrate the first moon landing.

# A Seriously Sweet Ice Cream Journey



## 1970s

As Baskin-Robbins goes international with stores in Canada, Japan, Europe and Australia, iconic flavors like Pink Bubblegum and Pralines n' Cream (created by Irv Robbins and his wife in their kitchen) are released.

## 1980s

The 80s brings big flavors to Baskin-Robbins with the release of Miami Ice, inspired by the hit TV show Miami Vice, and OREO® Cookies 'n Cream - all while the brand continues to expand into the Middle East and Korea.

## 1990s

With flavors like Gorba Chocolate, honoring the Soviet Leader Mikhail Gorbachev and fall of communism, the Valentine's Day favorite, Love Potion #31® and the introduction of the Cappuccino Blast®, Baskin-Robbins is on the pulse of culture and what guests are craving.

## 2000s

The turn of the century brings Shrek mania and the introduction of the Shrek Swirl in 2002. Over the next ten years, the brand introduces offerings like Soft Serve ice cream and BRight Choices® better-for-you options.

## 2010s

From Warm Cookie Ice Cream Sandwiches to vegan\* ice cream and the brand's epic Stranger Things 3 collaboration, the 2010s are all about continuing Burt and Irv's obsession with seriously delicious flavors and pop culture phenomena.



# A Seriously Sweet Ice Cream Journey



**2020**

The brand celebrates its 75th birthday by sharing some ice cream love with its loyal guests, and introduces a brand new way to experience ice cream with the family-favorite Creature Creations® which inspired the brand's first ever children's e-book, The Festival of Creatures. In addition, the brand expands its BR Delivers platform and creates DIY offerings to ensure guests can enjoy Burt and Irv's famous ice cream from the comfort of their home – even in quarantine.

**2022**

Baskin-Robbins celebrated the happiness ice cream brings to every moment with a refresh of the brand's logo, packaging, employee uniforms and tagline encouraging customers to "Seize the Yay" – appreciating every moment, no matter how big or small.

\*Baskin-Robbins' definition of a vegan menu item is a food or beverage with no animal sources: no meat, fish, shellfish, milk, egg or honey products, and no enzymes and rennet from animal sources. All of Baskin-Robbins' menu items (vegan and non-vegan) are prepared in the same area. Baskin-Robbins cannot guarantee that there will be no cross-contact between products or ingredients.