

Brand Milestones



1945 Irv Robbins opens the Snowbird ice cream shop in Glendale, California on December 1. The store's concept will later become the first Baskin-Robbins.

1946 Burt Baskin opens the Burton's ice cream shop in Pasadena, California.

1953 Burt and Irv consolidate stores under the name Baskin-Robbins 31 Ice Cream, creating the unique "31®" concept of offering a different flavor for every day of the month.

1958 Baseball Nut hits stores to commemorate the Dodgers move to Los Angeles from Brooklyn.

1959 Baskin-Robbins offers 150 flavors in their "Flavor Library," with the introduction of Hazelnut Toffee ice cream.

The first Baskin-Robbins store outside of California opens in Phoenix, Ariz.



Late-

1950's The signature Baskin-Robbins' pink miniature spoon arrives in stores.

1964 Beatle Nut hits the stores when Beatlemania strikes the United States.

1969 Lunar Cheesecake launches as the first man lands on the moon in July.

1970 Pink Bubblegum pops in stores.

1971 The first Canadian Baskin-Robbins opens in Toronto.

1973 Baskin-Robbins Japan Co. Ltd. forms to begin opening shops in Tokyo and Osaka.

1974 Baskin-Robbins opens its first European store in Brussels, Belgium.

1976 Valley Forge Fudge honors America's Bicentennial.

1979 The first United Arab Emirate Baskin-Robbins opens in Dubai.

1982 Baskin-Robbins Saudi Arabia opens.

Along with the preppy craze, Baskin-Robbins introduces Preppy Mint.

1985 Baskin-Robbins enters Korea.

OREO® Cookies 'n Cream becomes a new hit flavor.

- 1986** Miami Ice hits stores along with TV hit Miami Vice.
- 1988** Baskin-Robbins introduces the “Pinky the Spoon” character, bringing the iconic pink spoon to life.
- 1990** Gorba Chocolate honors the Soviet Leader Mikhail Gorbachev and fall of communism.
Baskin-Robbins opens in Mexico.

1991 Baskin-Robbins celebrates its first shop opening in Indonesia.

1994 Cappuccino Blast® introduced into stores nationwide.

1995 Love Potion #31® starts a Valentine’s Day love affair.

2002 Shrek Swirl appears in dipping cabinets nationwide.

2004 Baskin-Robbins franchisee, Mitch Cohen, sets a new Guinness World Record for the "Most Ice Cream Prepared in One Minute," scooping 19 cones.



2005 Baskin-Robbins celebrates 60 years of providing innovative, high quality ice cream treats with more than 1,000 flavors in its flavor library.

In coordination with worldwide expansion plan, Baskin-Robbins rolls out a bold new shop design.

Baskin-Robbins Korea launches the first ultimate dessert experience shop, Café 31.

2006 Dunkin' Brands, together with its franchisees, establishes The Dunkin' Donuts & Baskin Robbins Community Foundation to address critical hunger, children's health and safety needs in local communities.



2007 Adding to its line-up of frozen take-home ice cream treats, Baskin-Robbins introduces Fudge Crunch Ice Cream Cakes.

2008 Baskin-Robbins launches Soft Serve, becoming the only national ice cream chain to offer both Soft Serve and hand-scooped ice cream.

Premium gourmet cakes are introduced in the Middle East.

2009 Baskin-Robbins launches BRight Choices®, a “better-for-you” line of fat free, reduced fat, dairy free, no sugar added, frozen yogurt and light ice cream options.

- 2010** Baskin-Robbins celebrates 65th Birthday by “retiring” five iconic flavors, including French Vanilla.
- 2011** Baskin-Robbins introduces ice cream Cake Bites, elegant frozen treats that combine both ice cream and cake into a single serving.
- 2012** Baskin-Robbins celebrates its entry into Vietnam.
- 2013** Baskin-Robbins signs a master licensee agreement to enter the Philippines.
- 2014** Baskin-Robbins launches online cake ordering to offer guests an easy, convenient way to customize and order ice cream cakes from home.
- 2015** Baskin-Robbins celebrates 70 years of offering its famous “31 flavors” to its guests around the world.
- 2016** Baskin-Robbins launches Warm Cookie Ice Cream Sandwiches, bringing together two of America’s favorite treats into one delicious, customizable dessert.



Baskin-Robbins introduces Polar Pizza, a delicious ice cream treat guests can eat like a pizza.

Baskin-Robbins launches a new Mobile App, giving guests the ability to pay for their favorite flavors and frozen treats using mobile Baskin-Robbins cards, receive special mobile offers and keep track of upcoming events and promotions.

- 2017** Baskin-Robbins launches delivery service from more than 600 locations across the U.S. in partnership with DoorDash.