

Ice Cream Flavor Innovation



“We sell fun, not ice cream.” – Irv Robbins

Baskin-Robbins was founded in 1945 and 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. The brand is still guided by the same principles and innovative thinking as its founders.



For more than 70 years, Baskin-Robbins has been a leader in the premium hard scoop ice cream category, offering guests a wide variety of classic ice cream flavor favorites, as well as unique and innovative new flavors. Baskin-Robbins’ Flavor of the Month program and popular seasonal flavors that rotate through stores helps deliver on the “there’s always something new” promise at Baskin-Robbins. Our guests are encouraged to try new flavors and explore new flavor experiences, which is why they are offered a pinkspoon sample whenever they enter a Baskin-Robbins shop.

Baskin-Robbins also offers a variety of better-for-you options in its BRight Choices® lineup that include fat-free, dairy-free, no sugar added and light ice cream offerings, as well as frozen yogurt. Available Bright Choices menu ice cream flavors include Fat-free Vanilla Frozen Yogurt, premium churned reduced-fat, no sugar added Caramel Turtle Truffle ice cream, premium churned reduced-fat, no sugar added Pineapple Coconut ice cream and Dairy-free Daiquiri Ice.

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. 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.

