

Product Innovation



Baskin-Robbins is committed to offering delectable, high-quality ice cream flavors and frozen treats that surprise and delight its guests. To meet this commitment, in 2006, Baskin-Robbins' parent company Dunkin' Brands Group, Inc., assembled a culinary dream team of acclaimed chefs and food scientists who create new and innovative menu items that are inspired by seasonally popular flavors, food trends and unique flavor combinations.



The Baskin-Robbins culinary team is a group of highly-skilled chefs with specialties in various areas of product innovation. Since the assembly of the culinary dream team, major Baskin-Robbins product launches have included innovative ice cream cakes and ice cream flavors, layered sundaes, international premium gourmet cakes, and beverages including the Fruit Blast and Smoothies.

In 2009, Baskin-Robbins launched a line of fat-free, reduced-fat, dairy-free, no sugar added frozen yogurt and light ice cream options. BRight Choices® flavors are lighter, but still have the taste and quality guests expect from Baskin-Robbins treats. In 2014, Baskin-Robbins launched its first-ever Greek Frozen Yogurt flavor, Super Yumberry Greek Frozen Yogurt, to add to its better-for-you lineup.

In 2012 and 2013, Baskin-Robbins launched a number of innovative and eye-catching new ice cream cake designs, from its Conversation Heart Cakes for Valentine's Day to its Snowman Cake for Christmas.

In 2015, Baskin-Robbins introduced its newest ice cream cake innovation, the Piñata Pumpkin Patch Cake, which featured a candy-filled center. When guests cut into their Piñata Pumpkin Patch Cake they were delightfully surprised with a delicious cascade of candy.

In 2016 Baskin-Robbins launched new Warm Cookie Ice Cream Sandwiches which bring together two of America's most popular treats – cookies and ice cream – as one delectable dessert that can be enjoyed as a sandwich or as a sundae. Baskin-Robbins' Warm Cookie Ice Cream Sandwiches and Sundaes can be personalized with a guest's choice of warm cookies, their favorite ice cream flavor and topping.



Lastly, Baskin-Robbins brought back its popular Polar Pizza® Ice Cream Treat in 2016. Offered for a short time in the 1990s, Baskin-Robbins updated its Polar Pizza with several new varieties for a new generation. Guests can customize their Polar Pizza with either a soft baked, 9-inch round chocolate chip cookie or fudge brownie crust, topped with their choice of ice cream and delicious toppings. Polar Pizza also comes in five featured varieties including Chocolate Chip Cookie Dough, Jamoca® Almond Fudge and HEATH®, Mint Chocolate Chip, OREO® Cookies 'N Cream, and Peanut Butter 'n Chocolate REESE'S® Peanut Butter Cup.