

History



Founded in 1945 in Glendale, California, Baskin-Robbins has grown to become the world's largest chain of ice cream specialty shops while staying true to its neighborhood ice cream parlor values. Baskin-Robbins was co-founded by brothers-in-law and ice cream enthusiasts Irvine "Irv" Robbins and Burton "Burt" Baskin. Robbins worked in his father's ice cream shops as a teen, while Baskin produced ice cream for his fellow U.S. Navy troops while serving in World War II. Upon Burt's return from war, the entrepreneurs made their vision of creating a family-friendly ice cream shop a reality.

The pair ran a shared total of six shops across Southern California before continuing their growth and hiring managers to bring ownership interest and personal creativity to each location. In 1949, they purchased their first dairy production facility in Burbank, California, where they began experimenting with new ingredients and flavors. In 1953, their separate shops merged to create "Baskin-Robbins Ice Cream," which leveraged the unique concept of offering a different ice cream flavor for each of the 31 days of the month. This selection has since grown to encompass more than 1,300 flavors in the brand's flavor library.



By the mid-1960s, Baskin-Robbins had grown to more than 400 United States restaurants, and in the 1970s the chain began expanding internationally. Shops were opened in Japan, Saudi Arabia, South Korea and Australia. It was during this time that Irv Robbins and his wife Irma created the top-selling Pralines 'n Cream flavor in the kitchen of their California

home, which is the best-selling flavor internationally. Baskin-Robbins has continued to expand and now has more than 7,900 restaurants in 52 countries, with over 300 million guests visiting locations around the globe every year.

Baskin-Robbins continues to be an innovation leader in the ice cream industry. In 2009, the chain introduced its BRight Choices® lineup of better-for-you options, which includes hard scoop frozen yogurt as well as light, reduced-fat, no sugar added and dairy-free ice cream flavors. The brand also continues to offer a new Flavor of the Month each month, so guests always have something new to try with Baskin-Robbins' iconic pink spoon.

The brand also continues to innovate on the ice cream cakes front. In 2015, Baskin-Robbins introduced its Piñata Pumpkin Patch Cake, which featured layers of ice cream and cake with a candy piece center which cascades out when the cake is cut. Baskin-Robbins also continues to unveil fun and creative new ice cream cake designs on a regular basis, including its recent Teddy Bear Cake for Valentine's Day and Polar Bear Cake for the winter season. From time to time, the brand also brings back fan favorites from its deep freeze, such as its Polar Pizza® Ice Cream Treat, which was popular and offered shortly in the 1990s. Guests can now choose to customize their Polar Pizza in-store or online, or choose from 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.