



THE MARKET

Baskin-Robbins has always been about “More flavors . . . and more fun.” Over the course of its 65-year history, Baskin-Robbins has created more than 1,000 ice cream flavors to delight its guests, all served in fun, welcoming shops around the world. Ice cream lovers of all ages visit Baskin-Robbins shops to enjoy their favorite ice cream flavors and frozen desserts served any way they like. Whether they’re purchasing an ice cream cake for an upcoming celebration, a cone to celebrate a Little League victory, or a sundae for a “just because” treat, over 300 million happy guests visit Baskin-Robbins restaurants each year.

Baskin-Robbins is an iconic ice cream brand that offers high-quality ice cream, specialty frozen desserts, and frozen beverages to its customers around the globe. Despite being the world’s largest chain of ice cream specialty shops, Baskin-Robbins upholds a fun, neighborhood ice cream parlor feel that adds to the experience of enjoying its great-tasting ice cream. Baskin-Robbins strongly believes in the social aspect of ice cream, and has designed its shops as gathering spots for people who want to indulge, celebrate,



to the brand, leading many people to refer affectionately to their local shop as “my Baskin-Robbins.” In 2008 *Entrepreneur* magazine recognized the brand as the top ice cream and frozen dessert franchise in the United States. Additionally, Baskin-Robbins had the highest share of hard-scoop ice cream servings at quick-service restaurants for 2011, according to the NPD Group/Crest. Today, Baskin Robbins is the number-one ice cream franchisor in the world, with nearly 7,000 stores in nearly 50 countries.

HISTORY

Beginning in 1945, the rich history of Baskin-Robbins starts with two brothers-in-laws’ mutual love of ice cream. One of the cofounders, Irv Robbins, worked in his father’s ice cream shop as a teen, while the other, Burton “Burt” Baskin, produced ice cream for his fellow troops in the U.S. Navy during World War II. After Burt returned from the war, the two ice cream enthusiasts knew they wanted to continue to brighten Americans’ lives with delicious ice cream.

The entrepreneurial pair based their business vision on a love for old-fashioned ice cream and the desire to create a family-friendly location in local neighborhoods. They started out

in separate ventures, running a shared total of six ice cream shops across Southern California. As the number of shops grew, Burt and Irv hired managers who could bring ownership interest and personal creativity to each location. Their management model pioneered the concept of franchising in the ice cream industry, and still informs the hands-on approach that Baskin-Robbins utilizes today.

In 1949 Burt and Irv purchased their first dairy production facility, in Burbank, California. Controlling the production of their ice cream allowed them to experiment with new ingredients and flavors. In 1953 their separate shops merged into “Baskin-Robbins 31 Ice Cream,” a brand that spotlights the unique concept of offering one ice cream flavor for each day of the month. The 31-flavors design represented the founders’ commitment to personalizing the ice cream experience for their guests. As Irv Robbins once said, “Not everyone likes all our flavors, but each flavor is someone’s favorite.”

By the mid-1960s, Baskin-Robbins had expanded to more than 400 restaurants in the United States. The chain went international in the 1970s — opening shops in Japan, Saudi Arabia, Korea, and Australia — and is headquartered in Canton, Massachusetts, under its parent company, Dunkin’ Brands Group, Inc.



and be refreshed. Irv Robbins, a cofounder of Baskin-Robbins, once summed up the company’s community and happiness-focused philosophy by saying, “We sell fun, not ice cream.”

ACHIEVEMENTS

Baskin-Robbins has emerged as a beloved meeting place for ice cream enthusiasts around the globe. Guests feel strong, long-term connections





THE PRODUCT

Since 1945 Baskin-Robbins has introduced more than 1,000 fun and delicious flavors of hard-scoop ice cream to its Flavor Library. From classic flavors like Pralines 'n Cream, which Irv Robbins created with his wife, Irma, in their California home kitchen in 1970, to more recent additions, like French Toast, which was created by the award-winning Baskin-Robbins culinary team and launched as the September Flavor of

GREEN FOCUS

Environmental friendliness is always a top priority for Baskin-Robbins. In 2009 Baskin-Robbins switched to new, 100 percent postconsumer fiber napkins and usage-controlling dispensers. Together, these resulted in a 25 percent reduction in napkin waste overall. The company is also currently exploring recyclable alternatives to its polystyrene spoons, and hopes to launch a new design by the end of 2013.

the Month in 2011, Baskin-Robbins continues to lead the ice cream industry in flavor innovation. Baskin-Robbins also develops flavors for its international markets that cater to local palates, like Green Tea in Asia and Dulce de Leche in Latin America.

The brand's launch of soft serve in 2008 cemented its status as the largest national chain to offer both hard-scoop ice cream and soft serve. In addition to its hard-scoop ice cream and soft-serve products, Baskin-Robbins offers its guests a wide range of frozen treats, including ice cream sundaes, custom ice cream cakes, take-home novelties like its Clown Cones, and a wide range of frozen beverages, which include its Cappuccino Blast®, Fruit Blasts, and smoothies.

In 2011 Baskin-Robbins introduced a whole new way for ice cream lovers to enjoy ice cream cake when it unveiled its lineup of ice cream Cake Bites, which are elegant, ganache-coated mini desserts that combine ice cream and cake into a single serving. Available in flavors like Chocolate Mint, Praline Caramel, and Double Chocolate, Baskin-Robbins ice cream Cake Bites allow guests to enjoy the indulgence of ice cream cake in a miniature, individual portion that's easy to grab and go.

RECENT DEVELOPMENTS

Despite its now-global presence, Baskin-Robbins strives to offer its guests around the world an inviting, neighborhood-ice-cream-shop feel at all of its

restaurants. The company recently opened its first restaurants in Vietnam, and announced expansion plans in both the United Kingdom and Mexico. As Baskin-Robbins grows around the world, it brings its classic lineup of delicious ice cream flavors to even more guests.

In recent years, Baskin-Robbins has focused on balancing dessert-time indulgence with better-for-you frozen treats. In 2009 it launched the 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 choices. Offering flavors like Chocolate Éclair, Strawberry De-Vine, and Peach Cobbler, these lighter options maintain the creativity, quality, and great taste that guests have come to expect from Baskin-Robbins.

PROMOTION

Throughout its storied history, Baskin-Robbins has embodied the friendly atmosphere of old-fashioned ice cream parlors and other fun pastimes, such as carnivals and cartoons. The company brings its flavors alive with a bright color palette, creative names, and delicious flavor ribbons and mix-ins. Baskin-Robbins restaurants also offers guests a free sample of any flavor available in the shop with its iconic pink spoon, so they can try new flavors, including the brand's Flavor of the Month.

Over the past 67 years, the playful and creative spirit of Baskin-Robbins has captured holidays and notable moments in American history through ice cream flavors. It commemorated the relocation of the Dodgers from Brooklyn to Los Angeles in 1957 with Baseball Nut, and gave a nod to Beatlemania with Beatle Nut in 1964. When the first astronauts set foot on the moon in 1969, Lunar Cheesecake landed in Baskin-Robbins shops across the United States. On Valentine's Day 1995, Baskin-Robbins introduced Love Potion #31® to dipping cabinets nationwide, a flavor that has become a perennial favorite among guests.

BRAND VALUES

Baskin-Robbins' goal is to make its restaurants inviting, fun places to enjoy quality ice cream. The brand also reaches out to the neighborhood beyond its ice cream shops, hoping to share its optimistic outlook and charitable values with the community. In 2006 Dunkin' Brands established the Dunkin Donuts & Baskin-Robbins Community Foundation (DDBRCF), which initiates social action through food for the hungry, safety, and children's health initiatives.

In 2011 Baskin-Robbins announced its support for Kraft Foods' mission of donating 25 million meals to Feeding America. During the month of October, Baskin-Robbins helped Americans in their ongoing challenge of putting food on the table by donating one Feeding America meal for every scoop of Trick OREO® Treat ice cream sold.



Baskin-Robbins and the DDBRCF also donated nearly \$1 million to firefighting agencies from 2006 to 2011 through its national 31 Cent Scoop Night events. Organizations supported through the initiative included the National Fallen Firefighters Foundation, the National Volunteer Fire Council, and the Leary Firefighters Foundation.

THINGS YOU DIDN'T KNOW ABOUT BASKIN-ROBBINS

- Famous former Baskin-Robbins scoopers include U.S. President Barack Obama; chef Bobby Flay; actresses Julia Roberts, Rosie O'Donnell, and Chandra Wilson; actors Eric Dane and Randy Quaid; TV host Leeza Gibbons; and New York Yankees pitcher Phil Hughes.
- With 1,000 stores, Japan is the largest operating country for Baskin-Robbins outside the United States.
- Baskin-Robbins' top-selling ice cream flavors are Vanilla, Chocolate, Mint Chocolate Chip, Pralines 'n Cream, and Chocolate Chip. Pralines 'n Cream outsells Vanilla internationally.