



## About Baskin-Robbins

### *America's Favorite Neighborhood Ice Cream Shop*

Baskin-Robbins was founded in 1945 in Glendale, California by Burton Baskin and Irvine Robbins, ice cream enthusiast brothers-in-law, whose passion inspired what is now the world's largest chain of ice cream specialty shops. 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 1,000 in its flavor library.

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

Today, Baskin-Robbins is the world's largest chain of ice cream specialty stores, serving over 150 million customers worldwide, but the brand is still guided by the same credos and innovative thinking as its founders.

Baskin-Robbins has historically led the industry with innovations such as hand-packed quarts of ice cream, a unique flavor ribbon technique and the use of traditional ingredients such as apple pie and cheesecake. And, Baskin-Robbins continues to introduce new creations that surprise and delight customers – in 2008 the brand launched Soft Serve, making it the largest national chain to offer both Soft Serve and hand scooped ice cream. Additional products include layered sundaes, signature ice cream cakes and a growing line of beverages, including Fruit Blasts, Fruit Blast Smoothies, Cappuccino Blast® and shakes.

Over the past 60 years, 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 within minutes. And when the Olympics came to Lake Placid, Baskin-Robbins was there too, with Gold Medal Ribbon®. Baskin-Robbins has captured historic moments with landmark flavors like Gorba-Chocolate, which was inspired by the Soviet leader, Mikhail Gorbachev. 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.



## **Company, At-A-Glance**

*(For Year-End 2008)*

Baskin-Robbins is owned by Dunkin' Brands, Inc. which is owned by a consortium of private equity companies: Bain Capital, The Carlyle Group, and Thomas H. Lee Partners.

Baskin-Robbins shops are 100 percent franchised.

Total global systemwide sales: \$1.4 billion.

Total worldwide shops: 2,692 U.S. shops in 46 states and the District of Columbia; 3,321 international shops in 35 countries.



## Baskin-Robbins Locations

*(For Year-End 2008)*

### Countries

Aruba  
Australia  
Bahrain  
Canada  
Cayman Islands  
China  
Colombia  
Curaçao  
Denmark  
Dominican Republic  
Ecuador  
Egypt  
Honduras  
India  
Indonesia  
Jamaica  
Japan  
Korea  
Kuwait  
Lebanon  
Malaysia  
Mexico  
Oman  
Panama  
Portugal  
Puerto Rico  
Qatar  
Russia  
Saudi Arabia  
Taiwan  
Thailand  
United Arab Emirates  
United Kingdom  
United States  
Yemen

### U.S.

Alabama  
Alaska  
Arizona  
Arkansas  
California  
Colorado  
Connecticut  
Delaware  
Florida  
Georgia  
Hawaii  
Idaho  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Louisiana  
Maine  
Maryland  
Massachusetts  
Michigan  
Mississippi  
Missouri  
Montana  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New Mexico  
New York  
North Carolina  
Ohio  
Oklahoma  
Oregon  
Pennsylvania  
Rhode Island  
South Carolina  
Tennessee  
Texas  
Utah  
Virginia  
Washington  
West Virginia  
Wisconsin  
Wyoming  
District of Columbia



## **Baskin-Robbins Leadership**

[Srinivas Kumar](#), *Chief Brand Officer Worldwide*

[Nancy Bigley](#), *Senior Director, Operations–Core/Growth Markets*

[John Carlson](#), *Senior Director, Operations & Strategic Services*

[Scott Colwell](#), *Brand Marketing Officer Worldwide*

[Al Feria](#), *Director–Americas, Military*

[Ken Kimmel](#), *Vice President, Concept Café 31*

[Dominic Laskero](#), *Director of Operations–Transition Markets*

[Salman Siddiqui](#), *Vice President, Global Business Development, Baskin-Robbins*

[John Varghese](#), *Managing Director–Europe, Middle East and Southeast Asia*



## Baskin-Robbins' Flavor Timeline

- 1945** Irv Robbins opens the Snowbird ice cream shop in Glendale, Calif. 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, Calif.
- 1953** Burt and Irv consolidate stores under the name Baskin-Robbins 31 Ice Cream, creating the unique "31<sup>®</sup>" concept of offering a different flavor for every day of the month.
- 1958** Baseball Nut<sup>™</sup> 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.
- 1962** Baseball Nut flavor changes (replacing peanuts with cashews) to welcome the Los Angeles Angels to the American League. The new version of the flavor has been featured ever since.
- 1964** Beatle Nut hits the stores when Beatle Mania strikes the United States.
- 1969** Lunar Cheesecake launches as the first man lands on the moon in July.
- Lunar Cheesecake 2 (replaced green colored cheesecake ice cream with green tinted vanilla ice cream and cheesecake pieces) arrives before the launch of Apollo 12 in December.
- 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 expands internationally, with the first European store opening in Brussels, Belgium.
- 1976** Valley Forge Fudge honors America's Bicentennial.



- Wometco de Puerto Rico, Inc., opens the first Baskin Robbins in Puerto Rico.
- 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 City and Monterey, 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 the 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.
- 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.



## Nutritional & Culinary Excellence

Baskin-Robbins is committed to offering delectable, high-quality, fun products. To meet this commitment, in 2006 Baskin-Robbins' parent company, Dunkin' Brands, assembled a culinary dream team of acclaimed chefs to create new and innovative menu choices.

The culinary team is led by award-winning chef Stan Frankenthaler, the company's first-ever Executive Chef & Director of Culinary Development. Frankenthaler is a three-time James Beard Award nominee and author of The New York Times best-seller, *The Occidental Tourist*. For Baskin-Robbins, Frankenthaler oversees all aspects of the development of new flavors and products, both domestic and international. Before joining Dunkin' Brands, Frankenthaler was owner and chef of Salamander restaurant in Boston, named by Zagat's as one of the city's "Top Ten Restaurants."

As Baskin-Robbins' Executive Pastry Chef, Christopher Boos creates innovative new menu items for the brand, while sharing his knowledge of pastry design and preparation with franchise owners throughout the world. Christopher spent nearly a decade at Restaurant Associates in New York, serving as Pastry Chef to more than 60 top restaurants throughout the state. His pastry creations were served at events for some of the most prominent New York City institutions, including the Metropolitan Opera, the Metropolitan Museum of Art and the United Nations.

Since the assembly of the culinary dream team, major Baskin-Robbins' product launches have included layered sundaes, international premium gourmet cakes, the Fudge Crunch Cake, and beverages including the Fruit Blast and the Fruit Blast Smoothie

In 2008, the culinary dream team helped Baskin-Robbins launch Soft Serve as well as 31° Below™ sundaes and pies. Baskin-Robbins is the first national ice cream chain to offer both hand scooped ice cream and now Soft Serve.



## **Birthday Club**

### ***Irresistible Treats, Smiles, and Fun***

The Baskin-Robbins' Birthday Club began in the 1950s. Children who joined the club received a card in the mail, which they redeemed in stores for a free scoop of ice cream on their birthdays. Today, the Baskin-Robbins [Birthday Club is open to "kids of all ages."](#) Club members still receive free scoops on their birthdays, just like 50 years ago (along with other coupons and perks).



## Corporate Social Responsibility

Baskin-Robbins franchisees are dedicated to the communities in which they live and work. Ongoing philanthropic endeavors include:

**Ice Cream Social FUNraisers:** Through this program, organizations raise hundreds of dollars, over the course of only a few hours, through ice cream social fundraisers hosted at local Baskin-Robbins stores.

**Scooper Star Rewards:** Schools and other youth-focused organizations use this program as a simple and delicious way to reward their kids. Colorful award certificates include a detachable coupon for a free kid's cone. Many schools use these rewards to recognize children for academic achievement, outstanding attendance, extracurricular excellence and more.

**Reading Rewards:** This program provides special coupon certificates and bookmarks to schools, libraries, and other organizations that support youth reading initiatives. Coupons for a free kid's cone are a tasty way to reward children for outstanding reading achievement.

**Pint for Pint Program™:** Baskin-Robbins partners with hospitals and blood donation centers across the United States, primarily in the western half of the country, to help increase local blood donation. The Baskin-Robbins Pint for a Pint™ program is one of the brand's most successful community involvement programs. Since 1989, it has distributed more than 3.5 million certificates to blood centers and benefited millions of patients in need of blood.

**31 Cent Scoop Night™:** Launched in 2007, this national program has raised \$200,000 for The National Fallen Firefighters Foundation.

Our franchisees are also our partners in the [Dunkin' Brands Community Foundation](#), whose mission is to serve those who serve in our communities, especially in times of crisis. This philanthropic initiative, which was founded in 2006, helps to support emergency response organizations so they have the capacity and leadership to respond when our communities need them most. By supporting these organizations and the extraordinary people that work for them, we believe we can make a difference in the communities where we live and work.



## Baskin-Robbins Fun Facts

- Baskin-Robbins "31<sup>®</sup>" stands for a different ice cream flavor for each day of the month.
- Pralines 'n Cream ice cream was created by Irv Robbins and his wife Irma in their California home kitchen in 1970.
- Baskin-Robbins has created more than 1,000 delicious and unique ice cream flavors in its 62 year history.
- Baskin-Robbins Franchisee, Mitch Cohen, currently holds the Guinness World Record for scooping the most ice cream cones in one minute (19 cones).
- Baskin-Robbins currently holds the Guinness World Record for the largest cup of ice cream. The giant vanilla ice cream scoop, weighing 8,865 lbs., was created on September 13, 2005 in celebration of the company's 60<sup>th</sup> birthday.
- Famous former Baskin-Robbins scoopers include presidential candidate and Illinois Senator Barack Obama, actress Julia Roberts, Rosie O'Donnell, chef Bobby Flay, actress Chandra Wilson, actor Eric Dane, actor Randy Quaid, TV host Leeza Gibbons and New York Yankees pitcher Phil Hughes.
- Sean "Diddy" Combs got his first break by starring in a Baskin-Robbins commercial at the age of two.



## Industry Recognition

In 2008, **Baskin-Robbins** was named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine.

Additionally, Baskin-Robbins has earned the following distinctions:

- No. 1 brand of hard scooped ice cream
- No. 1 ice cream franchise worldwide
- Winner of a Silver Addy for excellence in advertising



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## Corporate Headquarters

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