



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 enthusiasts and 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 1,200 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 300 million customers each year worldwide. The brand is still guided by the same credo 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, ice cream Cake Bites, and a growing line of beverages, including Fruit Blasts, Fruit Blast Smoothies, Cappuccino Blast® and shakes.

Over the past 69 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 shops within minutes. 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

Baskin-Robbins is owned by Dunkin' Brands Group, Inc. (Nasdaq: DNKN).

Total global franchisee-reported sales for Baskin-Robbins: \$1.9 billion. (For Year-End, 2013)

Total worldwide shops: More than 7,400 shops in nearly 50 countries; Nearly 2,500 U.S. shops in 43 states, plus the District of Columbia; More than 4,900 international shops. (As of October, 2014)



Baskin-Robbins Locations

(As of October, 2014)

Countries:	U.S.:
Aruba	Alabama
Australia	Alaska
Azerbaijan	Arizona
Bahamas	Arkansas
Bahrain	California
Bangladesh	Colorado
Canada	Connecticut
China	Delaware
Colombia	Florida
Curaçao	Georgia
Dominican Republic	Hawaii
Ecuador	Idaho
Egypt	Illinois
Georgia	Indiana
Honduras	Iowa
India	Kansas
Indonesia	Kentucky
Japan	Louisiana
Kazakhstan	Maryland
Korea	Massachusetts
Kuwait	Michigan
Latvia	Mississippi
Lebanon	Missouri
Malaysia	Montana
Maldives	Nebraska
Mexico	Nevada
Moldova	New Jersey
Nepal	New Mexico
Oman	New York
Panama	North Carolina
Philippines	Ohio
Puerto Rico	Oklahoma
Qatar	Oregon
Russia	Pennsylvania



Saudi Arabia	South Carolina
Singapore	Tennessee
Scotland	Texas
Spain	Utah
Sri Lanka	Virginia
Taiwan	Washington
Thailand	West Virginia
Ukraine	Wisconsin
United Arab Emirates	Wyoming
United States	District of Columbia
Vietnam	
Yemen	



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[®]" concept of offering a different flavor for every day of the month.
- 1958** Baseball Nuthits 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.
- 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.
- 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 opens its first European store 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.
- 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 its 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.
- 2009** Baskin-Robbins launches BRight Choices®, a “better-for-you” line of fat free, reduced fat, dairy free, no sugar added, frozen yogurt and light ice cream options.
- 2010** Baskin-Robbins celebrates 65th Birthday by “retiring” five iconic flavors, including French Vanilla.
- 2011** Baskin-Robbins introduces ice cream Cake Bites, elegant frozen treats that combine both ice cream and cake into a single serving.
- 2012** Baskin-Robbins celebrates its entry into Vietnam.
- 2013** Baskin-Robbins signs a master licensee agreement to enter the Philippines.
- 2014** Baskin-Robbins launches online cake ordering to offer guests an easy, convenient way to customize and order ice cream cakes from home.



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 Group, Inc., assembled a culinary dream team of acclaimed chefs to create new and innovative menu choices.

The culinary team is led by Executive Chef and Vice President of Culinary Innovation Jeff Miller, a highly skilled chef who has managed numerous restaurants and has worked in supply chain and product development. Miller graduated summa cum laude from Johnson and Wales University with a B.A. in Culinary Arts/Management.

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.

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 customers expect from Baskin-Robbins treats.

In 2011, Baskin-Robbins unveiled ice cream Cake Bites, a culinary innovation that combines both ice cream and cake into a single serving. These beautifully presented mini desserts are covered with indulgent ganache and finished with a decorative drizzle of either chocolate or caramel.

In 2013, Baskin-Robbins launched a number of innovative and eye-catching new ice cream cakes designs, from its Conversation Heart Cakes for Valentine's Day to its Pumpkin Patch Cake for Halloween.



About BRight Choices®

Baskin-Robbins' **BRight Choices®** flavors are better-for-you options that include fat free, dairy free, no sugar added and light ice cream offerings, as well as frozen yogurt. **BRight Choices** flavors have all the great taste and quality customers expect from Baskin-Robbins. For ice cream lovers looking for Baskin-Robbins' quality and flavor with less fat and fewer calories, **BRight Choices** offerings are the perfect treats.

Treats labeled with the **BRight Choices** logo are:

- Fat free, dairy free, sugar free or light ice cream, or frozen yogurt
- Contain 80 to 140 calories per 2.5 ounce scoop

Examples of BRight Choices® Menu Items

Frozen Yogurt

Fat-Free Vanilla Frozen Yogurt (80 calories)

Strawberry Frozen Yogurt (100 calories)

Premium Churned Reduced-Fat, No Sugar Added Ice Cream

Premium Churned Reduced-Fat, No Sugar Added Pineapple Coconut Ice Cream (100 calories)

Premium Churned Reduced-Fat, No Sugar Added Caramel Turtle Truffle Ice Cream (120 calories)

Premium Churned Light Ice Cream

Premium Churned Light Coffee Cinnamon Bun Ice Cream (140 calories)

Dairy Free Ices and Sorbets

Dairy-free Daiquiri Ice (80 calories)



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 shops 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 receive free scoops on their birthdays, along with other coupons and perks. Guests can sign up for the Baskin-Robbins Birthday Club by visiting www.BaskinRobbins.com or the Baskin-Robbins Facebook page at www.facebook.com/BaskinRobbins.



Corporate Social Responsibility

Baskin-Robbins strives to be recognized as a company that responsibly serves our guests, franchisees, employees, communities, business partners and the interests of our planet. Our commitment to corporate social responsibility is defined by four priorities:

Our People. From our employees to our franchisees and crew members, we believe in treating everyone with respect and fairness.

Our Guests. We are passionate about offering our guests delicious products they will enjoy, giving them plenty of menu options, and providing accurate nutrition information so they can make the best choices for themselves.

Our Planet. We recognize that everything we do has an impact on the environment. From the materials we use, to the way we construct and operate our stores, to the products we source, we are committed to adopting better, more sustainable approaches whenever feasible.

Our Neighbors. We are dedicated to serving the basic needs of our local communities – from providing food for the hungry and support for children’s health and wellness, to ensuring our neighborhoods are safe and secure.

In 2011, Dunkin’ Brands published our first Corporate Social Responsibility (CSR) report in which we highlighted our efforts to date as well as short and long-term goals in areas such as nutrition, sourcing, packaging and sustainable building. This first report focuses on our corporate functions and North American facilities owned and operated by Dunkin’ Brands or our subsidiaries for the year 2010. We plan to report on a two-year cycle and our 2012 CSR report will include highlights of our international efforts as well.

To download the complete 2012 report, please visit www.dunkinbrands.com/responsibility.



The Dunkin' Donuts & Baskin-Robbins Community Foundation

In 2006, we established The Dunkin' Donuts & Baskin-Robbins Community Foundation (DDBRCF). Working in partnership with Dunkin' Donuts and Baskin-Robbins franchisees across the United States, the Foundation serves the basic needs of our communities through food for the hungry, safety and children's health. It's what we do every day.

The DDBRCF focuses its support on three critical issue areas that are relevant to the neighborhoods we serve:

- **Food for Our Hungry** – Fulfilling critical hunger needs in our communities through partnerships with local food banks and hunger relief organizations
- **Health for Our Children** – Improving the health and wellness of children through partnerships with children's hospitals and organizations that support research and treatment of children's diseases and illnesses
- **Safety for Our Neighborhoods** – Ensuring the safety of our neighborhoods and communities through partnerships with organizations that support our firefighters, public safety officers, and troops at home and abroad

The DDBRCF partners with a limited number of national nonprofit organizations including Feeding America and the United Services Organization (USO) whose missions are aligned with our priorities in food, safety and children's health. In partnership with our eight regional chapters, The DDBRCF works with our franchisees to support community organizations. Since 2006, The DDBRCF has donated more than \$4.4 million to organizations serving our neighborhoods. To learn more, log onto www.dunkinbrands.com/foundation.



Baskin-Robbins Fun Facts

- There are more than 7,400 Baskin-Robbins locations around the world, with nearly 2,500 located in the United States.
- Baskin-Robbins operates in nearly 50 countries worldwide. The largest being Japan, with over 1,000 stores.
- Baskin-Robbins "31[®] 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 1,200 delicious and unique ice cream flavors in its 69 year history.
- 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.
- 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 60th birthday.
- Famous former Baskin-Robbins scoopers include United States 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.
- Sean "Diddy" Combs got his first break by starring in a Baskin-Robbins commercial at the age of two.



Industry Recognition

In 2013, **Baskin-Robbins** was named one of the top ice cream and frozen dessert franchises in the United States by Entrepreneur magazine.

Additionally, Baskin-Robbins has earned the following distinctions:

- According to The NPD Group / CREST®, for the year ending December 2013, Baskin-Robbins is one of the leading chains for Hard Serve Ice Cream in QSR.
- According to the International Franchise Association, Baskin-Robbins is the No. 1 ice cream franchise worldwide
- Winner of a Silver Addy for excellence in advertising in 2008



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