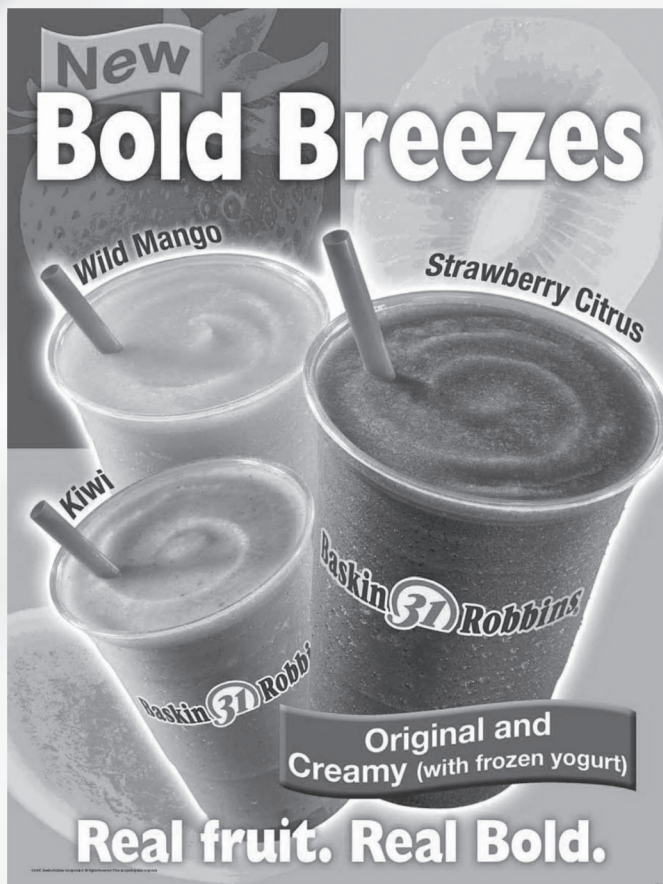


Monthly BLAST

February 2005

The Inside Scoop on Building Your Business

Latest Forecast: Bold Breezes Headed Your Way!



*Tips to Help You Prepare
for a Successful Launch*

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Share the Love
New Cakes and
a Special Promotion for
Valentine's Day

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Discover the
Benefits of the
**Xpert! Training
Program®**

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Ken Kimmel on
*Restaurant
Excellence*
and Introducing
Franchisee Central

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Ken's Korner

Restaurant Excellence

It's February. We're in the middle of our most challenging season. In some parts of the country, it's snowing; in others, it's raining...but for everyone, these next couple months can be difficult.

We are putting a huge emphasis on Restaurant Excellence as a way to build business during the slower months and boost efficiency during busy times.

So, what *is* Restaurant Excellence? At Baskin-Robbins, we define it to be all about the guest experience. Guest experience starts with the right crew—people with a sense of hospitality; those “in touch with their ice cream side.” It's also about getting the recipes right, so that a Blast is a Blast across the system. Restaurant Excellence is also that sense of urgent engagement (service with a smile) and, of course, being impact clean. Simply stated, it's about making sure our guests have a fun ice cream experience whenever they visit.

Restaurant Excellence has implications for increasing top-line sales and bottom-line performance. That's why it's particularly important during the winter. We continue to call this pursuit of Restaurant Excellence “Forward to the Basics.” I remind you of the simple tools such as the *Pocket Operations Guide*, which highlights our foundational operating standards; the *Dessert Merchandising Aids*; and, of course, the *Pocket Profitability Guide*, which reinforces the importance of cost-control discipline.

The Franchisee Business Review is another tool that you will be hearing more about in the near future. It is specifically designed to improve guest satisfaction through:

- Recognizing the franchisee's accomplishments
- Discussing progress relative to key measures that support continuous improvement
- Keeping Dunkin' Brands, Inc. apprised of the franchisee's needs
- Helping to ensure the franchisee's actions are aligned with brand strategies
- Contributing to improvement throughout the Dunkin' Brands system

The Franchisee Business Review tool will help us improve guest satisfaction throughout our system. I encourage you to learn about it (watch coming issues of the *Monthly BLAST* for more details), understand it, and work with it. It will help all of us to become better at the business of satisfying our guests.

Good luck over the next couple months. Consider using this slower period to focus on your business and identify areas for improvement. And remember—spring is just around the corner.



Ken Kimmel, Baskin-Robbins Concept Officer

Introducing Franchisee Central

Your Online Source for News, Tools, and Information

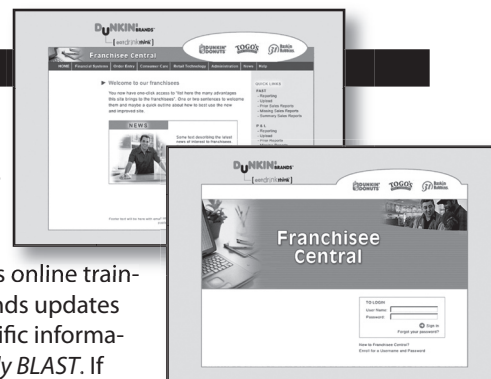
Tired of the tedious navigation on extra.adrus? Bored with its lackluster layout? Beginning this month, we've got a whole new user experience in store for you—we've streamlined the navigation, created a bold new look, and added helpful information. All of the transactional functionality you are used to working with will stay the same; but the site will now offer more brand news and resources to help you run your business.

You will still be able to access the site with the same URL—**extra.adrus.com**—and your current user name and password. However, the extranet has been renamed “Franchisee Central,” and it will serve as a convenient location where franchisees can access useful tools and information. Beyond the initial changes that are unveiled when we re-launch the site this month, we'll continue to add new features and important and timely information over the coming months.

So, what can you expect when you log on to the new Franchisee Central site? We've added graphics, more color, and simplified menu choices to help you navigate through the site. In addition to

existing features such as FAST, P&L reporting, ice cream ordering, customer feedback information, and POS instructions, you will soon be able to access online training as well as Dunkin' Brands updates and Baskin-Robbins-specific information, including the *Monthly BLAST*. If you haven't used extra.adrus before or would like some guidance in navigating the redesigned site, Franchisee Central will offer a tutorial section for new users. You will also be able to grant limited, secure access to managers and other authorized employees.

If you haven't checked out Franchisee Central yet, log on now and see what's new. We hope you like what we've done with the site! If you have any comments or suggestions, send them to James.Forbes@dunkinbrands.com.



New look for Franchisee Central.

Valentine's Day Cakes: Share the Love!

HINT #14
It melts. Hearts.



The Baskin-Robbins ice cream cake.
You pick the ice cream.
You pick the cake flavor.

Baskin 31 Robbins
More Than Just an Ice Cream

Love is in the air (and the dessert case!) at Baskin-Robbins from January 30 through February 14—we're featuring some exciting programs that aim straight for consumers' hearts. Whether they're celebrating with their sweetheart or the whole family, our delicious Valentine's Day ice cream cakes are a great way to share the love.

Designed to Romance

Customers will love our two new cake designs, which were created to draw attention to our brand and appeal to people searching for a different kind of Valentine's Day treat. The "Be Mine" and Valentine Bow cakes are intended to be whimsical and fun. Our larger cakes are suitable for sharing with friends and family, while our Cake Treats are perfect as an intimate dessert for two.

Cakes Pop with New POP

We've developed some attractive and engaging POP elements to support the new cakes in-store. Be sure to display the following items in your shop between January 30 and February 14:

- ♥ Window poster
- ♥ Door cling
- ♥ "Be Mine" Mini Valentine Cake photoflip and recipe cards
- ♥ Valentine Bow Cake photoflip and recipe cards
- ♥ Promotional counter card



Getting the Word Out

As highlighted in the last issue of the *Monthly BLAST*, we are partnering with **AmericanGreetings.com** for a very special promotion: customers who purchase any size Baskin-Robbins ice cream cake will receive a coupon good for three free months of eCards and printable greetings (valid through February 14, while supplies last). The promotion will be backed by online support as well as a counter card in stores. *AmericanGreetings.com* boasts more than 2 million paying subscribers and millions of unique visitors each month, which can help spread word of our Valentine's Day cakes to a very wide audience.



Note: The February POP kit included a memo discussing promotional activities for Valentine's Day. If you have not received this memo, please contact Navigator at (877) 800-2922.

In addition to the American Greetings promotion, we will be running a lighthearted advertising campaign featuring the Valentine Bow Cake. The campaign includes a couple of print ads in several major national magazines, as well as online banner ads. (See your February POP kit for examples of the two magazine ads.)

Finally, we've prepared a list of "31 Fun Ways to Say 'I Love You'" and will be sending it out to various web sites and print publications. This public relations campaign is intended to raise awareness of Baskin-Robbins ice cream cakes and drive traffic to our stores by encouraging consumers to consider cakes as the ideal Valentine's Day treat.



Ready for Valentine's Day?

Don't forget:

- ♥ Display POP from **January 30** through **February 14**
- ♥ Display the American Greetings promotion counter card and make sure your crew has easy access to the coupons—remind them to give customers one coupon for each cake purchased during the promotional period
- ♥ Valentine's cakes can be merchandised in the Cake Treats location on your planogram
- ♥ Since both new cake designs will be featured in POP and in print, we strongly recommend that you offer both in your store
- ♥ Please read the Valentine's Day promotion memo that was included in your POP kit for complete details on what you and your crew need to do to prepare for the holiday

There's a Bold Breeze Stirring...

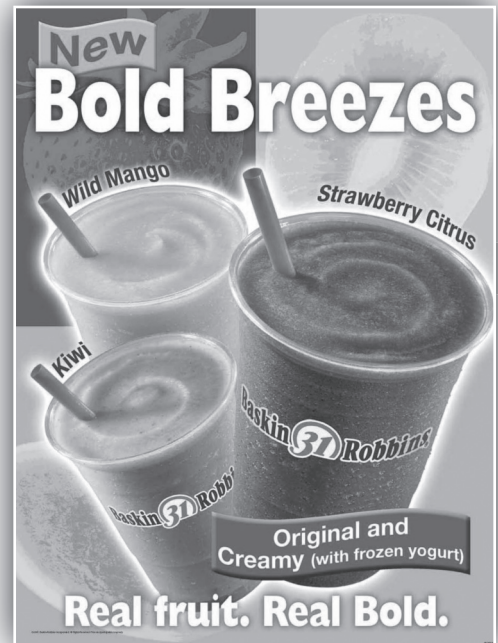
As we count down to the March 13 launch of Bold Breezes, take the time to meet with your crew and discuss ways to generate excitement around the new beverage line. The most effective method is to get the product into guests' hands, so be sure to emphasize the importance of sampling.

Sample by Example

Ready to review sampling with your staff? Make certain you cover the key points below, then show them how it's done.

- ▶ Remind your employees that the success of this product relies strongly on sampling (see Salt Lake City results, below).
- ▶ Your best opportunity to sample Bold Breezes is at your peak selling times, when you have the most traffic in the store.
- ▶ Offer samples to every consumer that enters your shop.
- ▶ In a combo store environment, be sure to offer samples to Dunkin' Donuts and Togo's guests—it's a great way to get your coffee and sandwich regulars to consider Baskin-Robbins for an afternoon treat.
- ▶ Bold Breezes should be sampled in 3- or 4-ounce clear plastic sampling cups, which can be purchased from your local supermarket, wholesale club, or discount retailer (such as BJ's, Costco, Sam's Club, or Wal-Mart). Customers should be able to see the product inside the cup, so **do not** sample Bold Breezes in patterned Dixie® cups.
- ▶ While we will not be sending sampling cups for this product launch, we will provide other tools to support your sampling needs. Please stay tuned... we'll provide more information in the next issue of the *Monthly BLAST*.

In addition to sampling, instruct your crew to use suggestive selling to encourage trial and repeat purchases. Sales growth also depends on a consistent, quality product and positive store experience—so make sure all employees know how to properly prepare Original and Creamy Bold Breezes and deliver top-notch customer service.



Sell More!

The better your staff understands a product, the easier it is to sell it...so here are a few stats from our Salt Lake City test market that you can share with your crew:

- ▶ **40%** of consumers who sampled Bold Breezes subsequently **purchased** them.
- ▶ **1 in 3** Bold Breeze customers are **repeat users**.
- ▶ Most Bold Breeze purchases occur in the afternoon and will be used as a **snack** or **dessert**.
- ▶ Among the consumers who have tried Bold Breezes and are aware of the creamy version, about **26%** of them have ordered the frozen yogurt add-in. This suggests that once people become aware of the creamy yogurt version, there is a **good conversion rate**.

POP Reminder

By now, all shops should have received a Smoothie Replacement Kit in preparation for the March 13 rollout of Bold Breezes.

We have also produced new graphic panels to replace the existing Store of the Future beverage bar panels. These panels were not included in the Smoothie Replacement Kit; so if you have a Store of the Future beverage bar and have not replaced these pieces, please contact **A-Three** to order them.

As a reminder, please be sure to post the merchandising materials as soon as you have product and your staff has been trained on Bold Breezes. If you have not received your Smoothie Replacement Kit, please contact our fulfillment vendor, **A-Three**, at **(800) 321-4431**.

Reprogramming Reminder

All Blendtec blenders must be reprogrammed before you begin to sell Bold Breezes. This reprogramming includes new cycle times for Cappuccino Blast® and Bold Breeze beverages, as well as an updated sticker panel. If your blender has already been reprogrammed, the sticker panel should have a Bold Breeze button on it. If your blender has not yet been reprogrammed, please contact your franchise services manager.

Train Your Crew—Make Each Employee an Xpert!™

It's a common problem—all of your crewmembers have been trained how to correctly prepare desserts and drinks, but you've noticed that some of them aren't getting it quite right...perhaps their frozen beverages don't have a consistent taste or texture, or their sundaes aren't made properly. Or maybe it's a guest service issue—some employees aren't suggestive selling. It's possible they may have forgotten what they've learned, or didn't understand it, or have picked up bad habits along the way.

Good news—there is a solution: the new Baskin-Robbins **Xpert!™ Training Program**. The program, now available via the Online University, is a framework that builds on existing training materials and adds hands-on practice, assessment tools, and testing. A reward component motivates crewmembers to do their best, while the structured path ensures consistent training in every topic for every employee.

The Baskin-Robbins Xpert! Training Program consists of four learning programs (see bulleted list, below), each featuring one or more paths. The existing i-Train courses and *Off to a Great Start!* crewmember guides serve as the foundation of the program. Employees learn how to perform job-related tasks by using the interactive i-Train courses and reading the guides.

Next, crewmembers observe as their manager performs each task and must then successfully demonstrate and explain each task themselves. This performance check shows managers that employees understand what they've learned and know how to carry it out. For xpert! learning programs, trainees continue to practice their newly acquired skills over the next 30

days. The manager then conducts a final, cumulative performance check to verify that all tasks are still being performed correctly. If so, employees prove their mastery of the topics via an xpert! quiz—those who pass are certified as xpert!s.

To motivate and reward staff, trainees receive recognition pins for each xpert! certification, and a wall chart displays their progress and achievements to all.

"I am excited about this program," says **Brad Atherton**, Director of Operations for a Baskin-Robbins network in Phoenix, Ariz. He feels that the xpert! framework has the potential to offer many benefits—not just for new trainees, but for existing crew, as well. "We have been in business for a year and have retained most of our original employees. The Xpert! Training Program has come along at the perfect time for my staff because it is time to review. Not only does the program get the employees back to the basics, it also shows them how much they have grown. It's a win-win-win situation: the employees gain more confidence in their job knowledge, the franchisee has a more proficient staff, and—most important—the customer will have a great experience in our store."

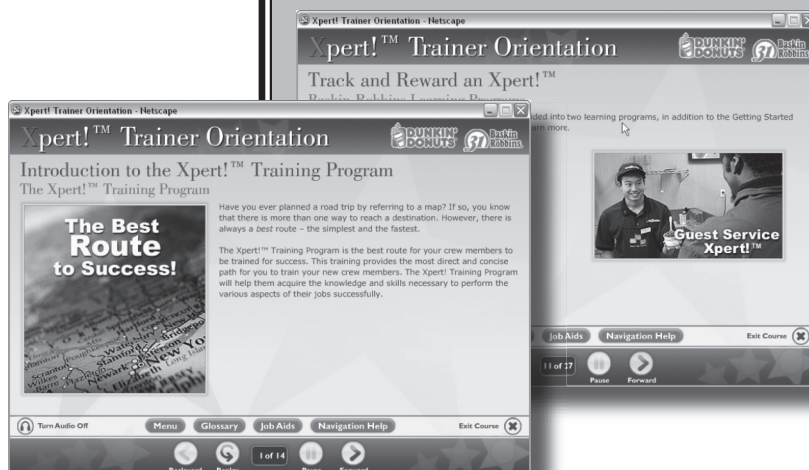
Atherton is also impressed by the program's broader implications: "It can help achieve a quality and consistent product not just in our store, but across the entire Baskin-Robbins family."

Get Started Today!

Ready to get started? Log on to the Online University and take the Xpert! Trainer Orientation course. When you're ready to implement the program in your store, the Online University allows your staff to access e-learning materials 24 hours a day, seven days a week. Your training consultant can answer any questions.

Baskin-Robbins Xpert!™ Training Program

The Baskin-Robbins xpert! framework consists of four learning programs, each of which contains one or more paths.



1. Getting Started

- ◆ Orientation
- ◆ Food Safety

2. Ice Cream Xpert!

- ◆ Scooping and Handpacking
- ◆ Sundaes and Splits
- ◆ Cold Beverages

3. Guest Service Xpert!

- ◆ Exceptional Guest Service
- ◆ Serving Guests with Disabilities
- ◆ Product Knowledge

4. Store Safety and Security

- ◆ Store Safety and Security

And the Winner Is...

Our Sweet Rewards Cake Treats Design Contest winner was announced in the January issue of the *Monthly BLAST*, along with an honorable mention. Now, learn how to duplicate these creative designs! And stay tuned—over the coming months, we will highlight other innovative submissions from this contest.

“This is an especially fun cake for those of you who enjoy ladybugs, and it has been a fast seller out of our party case.”

—Lori Friend



Lori Friend (on left) and Franchisee Lynn Tyler show off Lori's clever Ladybug Cake, which earned top honors in the Sweet Rewards Cake Treats Design Contest. "This cake was made to a larger scale after our very popular ladybug kid cup design," says Lori.



Ladybug Cake

Winning design; entry submitted by Lori Friend

Materials Required

- ❖ Pastry bags: 12"
- ❖ Decorating tips: #3, #11, and #32
- ❖ Pink sampling spoons (2)

Ingredients Required

- ❖ 6" round Cake Treat
- ❖ White Decorating Vanilla Ice Cream
- ❖ Red food coloring
- ❖ Decorating icing colors: red, white, blue, and black
- ❖ Brown M&Ms®: large and mini



DIRECTIONS

- 1 Mix Decorating Vanilla Ice Cream with red food coloring to create a red frosting. Cover the 6" round cake with red frosting, leaving a small elliptical area on top for the face. Use white Decorating Vanilla Ice Cream to fill in the face area, as shown in photo.
- 2 Using tip #32 and red icing, pipe a shell border around bottom of cake.
- 3 Using tip #3 and black icing, draw outlines of the face, smile, and shell, as shown in photo.
- 4 Using tip #11 and white icing, make two eyes. Add a blue dot on top of each eye, then add a large brown M&M to each eye while the frosting is still soft.
- 5 Insert two pink sampling spoons at an angle behind the eyes. Fill in the top part of each spoon with black frosting.
- 6 Finally, place brown mini M&Ms on the shell for spots, and one brown mini M&M at each end of the smile.

She's a Winner!

Congratulations to Franchisee **Heather Moffitt**, winner of the "Let Them Eat Cake!" Franchisee Sweepstakes.

Heather will be enjoying a 3-day/2-night trip for two to New Orleans.

Thanks to all of you for participating, and a special thanks to The History Channel for sponsoring the franchisee sweepstakes as part of the "Let Them Eat Cake!" promotion.



Heather Moffitt, winner of the "Let Them Eat Cake!" Franchisee Sweepstakes.

Hamburger Cake

Honorable mention; entry submitted by Corina Vasquez

Materials Required

- ❖ Pastry bags: 12"
- ❖ Decorating tips: #11, #70, and #104
- ❖ Wax paper
- ❖ Pastry brush
- ❖ Cake board

Ingredients Required

- ❖ 2 round white cakes
- ❖ 2-hole cut of chocolate ice cream
- ❖ Red food coloring
- ❖ Simple syrup
- ❖ Buttercream: yellow, red, and green



DIRECTIONS

- 1** To make tomatoes, use tip #11 and red-tinted buttercream to form four round shapes on wax paper. Place in freezer.
- 2** To make cheese, use tip #104 and yellow-tinted buttercream to form four triangle shapes on wax paper. Place in freezer.
- 3** Brush both round white cakes with simple syrup.
- 4** Set one of the round cakes on a large cake board. Use tip #70 and green-tinted buttercream to create a lettuce ruffle all around the top edge of the cake, then place the chocolate ice cream cut on top of the cake.
- 5** Use tip #70 and green-tinted buttercream to add another lettuce ruffle around the top edge of the ice cream cut; then position the "cheese" and "tomatoes" so that they are visible around the outer edges, as shown in photo.
- 6** Place the other round cake on top and gently press down.

Flavor Updates

We have recently assigned two of our ice cream flavors more fun and descriptive names, as the existing names did a poor job of describing and marketing these great-tasting flavors.

Marathon Mint will now be known as **Oreo Enjoy-Mint**. The Oreo Enjoy-Mint flavor strip was included with your January POP kit. When you order Oreo Enjoy-Mint, the tub you receive will still be labeled Marathon Mint; please put this tub in your dipping cabinet under the flavor strip for Oreo Enjoy-Mint.



Mom's Chocolate Chip Cookie has been renamed **Hunka Chunka Cookie**. This flavor will be included on select regional flavor lists in March. All stores will receive the new flavor strip

for Hunka Chunka Cookie in the March POP kit, although the flavor will only be available in certain regions. If you order

Hunka Chunka Cookie, you will receive a tub labeled Mom's Chocolate Chip Cookie; please put this tub in your dipping cabinet under the flavor strip for Hunka Chunka Cookie.

Get the Tools You Need

Dessert Retail Excellence Tools

Dessert Retail Excellence tools are an essential component of building and managing a strong cake business. To achieve a successful Retail Excellence program, it's critical to have the following pieces in your store:

- ▶ Dessert Resource Guide
- ▶ Dessert Serving Guide
- ▶ Dessert Decorating Quality Standards booklet
- ▶ Dessert Coding Calendar*
- ▶ Dessert Order Form

**Please Note: The Dessert Coding Calendar is being updated for 2005, and will be available from DMI Printing by mid-February.*

If you are missing any of these pieces or would like to order additional copies, please be aware that the ordering information may have changed for some of you—these and other tools (with the exception of the Dessert Order Form) are available from **DMI Printing**. To place your order, log onto www.dmiprint.com/allied for a list of all available tools and publications, or call **(877) 212-3039**.

To obtain the Dessert Order Form, please contact **Wasserstrom** at **(800) 999-9277**.

Classifieds

FOR SALE

WANTED

No submissions this month. Submit an ad or vote on whether you'd like to keep this section by sending an email to br_classified@dunkinbrands.com. Unless we hear that you would like to see this section continue, we will eliminate it from future issues.

Guidelines: This is a marketplace for franchisees only. Ads will not be accepted for shops being sold, POS systems, or employment opportunities. Ads may be edited for length and clarity. All ads should include a description of the item(s) for sale or wanted, as well as your name, address, phone number, and email (if applicable). Your ad will run for two consecutive issues unless you request otherwise. If you've sold your advertised item or purchased your "wanted" item, please let us know so we can remove your ad from the classifieds.

MonthlyBLAST

To make comments, request copies, or submit information, please contact:

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