



About Baskin-Robbins Canada

The World's Favourite Neighbourhood Ice Cream Shop

"We sell fun, not ice cream." – Irv Robbins

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 flavours — Baskin-Robbins "31®" stands for a different ice cream flavour for each day of the month — has grown to more than 1,300 in its flavour library.

Today, Baskin-Robbins is the world's largest chain of ice cream specialty stores, serving more than 300 million customers each year worldwide through a network of more than 8,000 shops spread across nearly 52 countries. The brand is still guided by the same credo and innovative thinking as its founders.

Canadian since 1971

The story of Baskin-Robbins in Canada began on July 2, 1971, with the opening of the brand's first shop on Canadian soil. Today, Baskin-Robbins features a network of 104 locations spread across Ontario, Quebec, British Columbia, and Manitoba. Thanks to a growing Canadian presence and its locations around the world, the brand has become a household name and go-to source for Canadians looking for the largest variety of selections in soft-serve and frozen treats.

Ice cream, innovation and fun

Baskin-Robbins has historically led the industry with innovations such as hand-packed quarts of ice cream, a unique flavour ribbon technique and the use of traditional ingredients such as apple pie and cheesecake. 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 Smoothies, Cappuccino Blast® and Milkshakes.

The company's spirit of fun and innovation has captured notable moments in history through its unique ice cream flavours. When Beatlemania swept through North America, a new flavour 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.



Fast Facts

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

- Owned by Dunkin’ Brands Group Inc. (Nasdaq: DNKN)
- Headquartered in Canton, Massachusetts with more than 8,000 shops in 50+ countries (as at Spring 2020)
- Established in Canada since 1971 with a first location in downtown Toronto (still in operation at 1081 Eglinton Ave, W.)
- 104 locations in Canada (as at spring 2020): 93 in Ontario, 6 in British Columbia, 4 in Quebec and 1 in Manitoba --- operated by close to 80 franchise partners
- Baskin-Robbins “31” stands for a different ice cream flavour for each day of the month
- Menu composed of more than 1,300 flavours – some on the menu year-round, others available on rotation, seasonally, or as part of popular Flavour of the Month program
- The Pralines 'n Cream ice cream flavour was created by Irv Robbins and his wife Irma in their home kitchen in 1970
- Famous former Baskin-Robbins scoopers include former 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
- According to the International Franchise Association, Baskin-Robbins is the No. 1 ice cream franchise worldwide



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 flavour for every day of the month
- 1958** Baseball Nut hits stores to commemorate the Dodgers move to Los Angeles from Brooklyn
- 1959** Baskin-Robbins offers 150 flavors in its "Flavour Library," with the introduction of Hazelnut Toffee ice cream
The first Baskin-Robbins store outside of California opens in Phoenix, Ariz.
- 1950s** 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
- 1971** The first Canadian Baskin-Robbins opens in Toronto
- 1985** Oreo® Cookies 'n Cream becomes a new hit flavour
- 1988** Baskin-Robbins introduces the "Pinky the Spoon" character, bringing the iconic pink spoon to life
- 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
- 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 flavours in its flavour library
- 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
- 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
- 2013** Baskin-Robbins Canada introduces charitable initiative "Cones for the Community", setting the stage for a renewal of its community giving program in Canada
- 2015** Baskin-Robbins celebrates 70 years of offering its famous “31 flavours” to its guests around the world – launches BeaverTails ice cream as its July Flavour of the Month
- 2016** Baskin-Robbins introduces Polar Pizza, a delicious ice cream treat guests can eat like a pizza
- 2017** Baskin-Robbins partners with Boys and Girls Clubs of Canada, the country’s largest child and youth serving agency providing a variety of services to Canadian youth
- 2018** Baskin-Robbins Canada opens its 100th store location Baskin-Robbins Canada; partners with UberEats to offer delivery
- 2019** Baskin-Robbins partners with Netflix (Stranger Things - Season Three) and launches series-inspired products like Demogorgon Sundae and Elevenade Freeze

Want to follow - and taste - history in-the-making? Visit [baskinrobbins.ca](https://www.baskinrobbins.ca) or follow the brand on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).



Community

Baskin-Robbins Canada is committed to responsibly serving its guests, franchisees, employees, communities, business partners and the interests of the planet.

Our commitment to Corporate Social Responsibility (CSR) is defined by four priorities:

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

Guests. Our company is passionate about offering guests delicious products they will enjoy, a variety of menu options and providing accurate nutritional information so they can make the best choices for themselves.

Planet. We recognize that everything we do has an impact on the environment. From materials to the way we construct and operate our shops, we are committed to adopting better, more sustainable approaches.

Neighbours. Baskin-Robbins is dedicated to contributing to the basic needs of our local communities – from providing food for the hungry and support for children’s health and wellness, to ensuring neighbourhoods are safe and secure.

Supporting tomorrow’s leaders, together



Natalie Joseph, Baskin-Robbins representative, presents a cheque for \$25,000, to Judene Stewart, manager of corporate stewardship at Boys and Girls Clubs of Canada



Since 2017, Baskin-Robbins Canada has developed a close partnership with Boys and Girls Clubs of Canada, working together to help improve the lives of children and youth across the country and providing them with tools needed for success.

Each year, through seasonal campaigns and fundraisers, we raise money and awareness for the important work of Boys and Girls Clubs across the country. Thanks to our work and the many contributions of our guests, we are proud to have become an Ambassador Partner of the organization.

We look forward to a fruitful future, together, and a world where children can enjoy the joys of childhood.

About Boys and Girls Clubs of Canada -- With the help of more than 18,000 volunteers, 6,300 staff and caring corporate partners, Boys and Girls Clubs of Canada serves more than 200,000 kids each year in 700+ communities across the country. 69 per cent of alumni of the organization say a Club saved their life. For more information, or to donate, visit bgccan.com.



Boys & Girls Clubs of Canada
Repaires jeunesse du Canada

To stay informed on Baskin-Robbins Canada developments, visit baskinrobbins.ca or follow the brand on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

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