



70 YEARS OF 31 FLAVOURS

130 Royall Street Canton, MA 02021 P: 781-737-3000 F: 781-737-4017

About Baskin-Robbins Canada

The World's Favourite Neighbourhood 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 flavours — Baskin-Robbins “31®” stands for a different ice cream flavour for each day of the month — has grown to more than 1,200 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 7,500 shops spread across nearly 50 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 96 locations spread across Ontario, Quebec, British Columbia and Alberta. 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 on the looking for the largest variety of selections in soft-serve and frozen treats.

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

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. This same spirit of fun and innovation also lead to timely offerings such as Gorba-Chocolate (inspired by the Soviet leader, Mikhail Gorbachev) and, in 2002, Shrek Swirl.



70 YEARS OF 31 FLAVOURS

130 Royall Street Canton, MA 02021 P: 781-737-3000 F: 781-737-4017

What will be next? One can only wait...and imagine.

To stay informed on Baskin-Robbins Canada developments, consumers and media are invited to follow the company on Twitter (@BaskinRobbinsCA), Facebook (BaskinRobbinsCanada) or Instagram (BaskinRobbinsCanada)

Media Information:

Dunkin' Brands Corporate Communications Media Line:

781-737-5200



70 YEARS OF 31 FLAVOURS

Company At-A-Glance

The World's Favourite Neighbourhood Ice Cream Shop

- Owned by Dunkin' Brands Group, Inc. (Nasdaq: DNKN)
- Headquartered in Canton, Massachusetts
- Total franchisee-reported sales for 2013 for Baskin-Robbins: \$1.9 billion
- Total shops: More than 7,500 shops in nearly 50 countries;
- Established in Canada since 1971, with a first location in downtown Toronto (still in operation; 1081 Eglinton Ave, W. (Bathurst & Eglinton))
- 96 shops in Canada (84 in Ontario, 5 in Quebec, 5 in British Columbia and 2 in Alberta)
- Baskin-Robbins "31" stands for a different ice cream flavor for each day of the month
- The Pralines 'n Cream ice cream flavour was created by Irv Robbins and his wife Irma in their home kitchen in 1970
- Baskin-Robbins has created more than 1,200 delicious and unique ice cream flavours in its 70 year history, and continues to add new flavours to its lineup every year
- Top-selling ice cream flavours:
 - Vanilla, Chocolate, Mint Chocolate Chip, Pralines 'n Cream and Chocolate Chip
- 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



70 YEARS OF 31 FLAVOURS

130 Royall Street Canton, MA 02021 P: 781-737-3000 F: 781-737-4017

- 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
- In 2014, Baskin-Robbins was named one of the top ice cream and frozen dessert franchises in the United States by Entrepreneur magazine.
- According to the International Franchise Association, Baskin-Robbins is the No. 1 ice cream franchise worldwide
- In 2006, the company launched a culinary dream team of acclaimed chefs to create new and innovative menu choices. Led by Executive Chef and Vice President of Product Innovation Jeff Miller, the team has been responsible for major Baskin-Robbins' product launches including: layered sundaes, international premium gourmet cakes, the Fudge Crunch Cake, Fruit Smoothie, Soft Serve and 31° Below sundaes and pies, eye-catching seasonal ice cream cake designs and fat free, reduced fat, dairy free, no sugar added, frozen yogurt and light ice cream options.
- There are Baskin-Robbins 96 locations in Canada (Ontario - 84 / Quebec - 5 / Alberta - 2 / BC - 5)
- There are a total of 76 franchisee partners in Canada
- Total weight of ice cream sold in Canada in 2014 was 8,925,000 LBS

To stay informed on Baskin-Robbins Canada developments, consumers and media are invited to follow the company on Twitter (@BaskinRobbinsCA), Facebook (BaskinRobbinsCanada) or Instagram (BaskinRobbinsCanada)

Media Information:

Dunkin' Brands Corporate Communications Media Line:
781-737-5200



70 YEARS OF 31 FLAVOURS

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 Nut 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.
- 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.



70 YEARS OF 31 FLAVOURS

- 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.
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.



70 YEARS OF 31 FLAVOURS

130 Royall Street Canton, MA 02021 P: 781-737-3000 F: 781-737-4017

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.



70 YEARS OF 31 FLAVOURS

Corporate Social Responsibility

Baskin-Robbins strives to be recognized as a company that responsibly serves its guests, franchisees, employees, communities, business partners and the interests of the planet.

The company's commitment to Corporate Social Responsibility (CSR) is defined by four priorities:

- People.** From employees to franchisees and crew members, Baskin-Robbins believes in treating everyone with respect and fairness.
- Guests.** The company is passionate about offering 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.
- Planet.** Baskin-Robbins recognizes that everything it does has an impact on the environment. From the materials used, to the way it constructs and operates shops, to the products its people source, Baskin-Robbins is committed to adopting better, more sustainable approaches whenever feasible.
- Neighbors.** Baskin-Robbins is dedicated to serving the basic needs of its local communities – from providing food for the hungry and support for children's health and wellness, to ensuring neighbourhoods are safe and secure.

Cones/Cakes for the Community

Launched in 2013, *Cakes/Cones for the Community* is a seasonal campaign to raise funds for The Hospital for Sick Children (SickKids), one of the world's largest and most respected pediatric academic health science centres. Through a combination of proceeds, in-kind cause promotion and donations from franchisees, the corporation and consumers, Baskin-Robbins has raised more than \$45,000 in just two years.

To stay informed on Baskin-Robbins Canada developments, consumers and media are invited to follow the company on Twitter (@BaskinRobbinsCA), Facebook (BaskinRobbinsCanada) or Instagram (BaskinRobbinsCanada)

Media Information:

Dunkin' Brands Corporate Communications Media Line:



70 YEARS OF 31 FLAVOURS

781-737-5200

Corporate Headquarters

Dunkin' Brands, Inc.

130 Royall Street

Canton, MA 02021

781-737-3000

Dunkin' Brands Corporate Communications Media Line:

781-737-5200

Contact

Natalie Joseph

Field Marketing Manager

Baskin-Robbins Canada

natalie.joseph@dunkinbrands.com

Press Contacts

Nicole Chin

nicole@torchiacom.com

416-341-9929 Ext. 230

Daniel Torchia

daniel@torchiacom.com

416-341-9929