Brand Milestones

1945  Irv Robbins opens the Snowbird ice cream shop in Glendale, California 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, California.

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.

Late-1950’s  The signature Baskin-Robbins’ pink miniature spoon arrives in stores.

1964  Beatle Nut hits the stores when Beatlemania 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.

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.


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.

2006  Dunkin' Brands, together with its franchisees, establishes
      The Dunkin' Donuts & Baskin Robbins Community
      Foundation to address critical hunger, children's health and
      safety needs in local communities.

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.

2015  Baskin-Robbins celebrates 70 years of offering its famous “31 flavors” to its guests around the world.

2016  Baskin-Robbins launches Warm Cookie Ice Cream Sandwiches, bringing together two of America's favorite treats into one delicious, customizable dessert.

Baskin-Robbins introduces Polar Pizza, a delicious ice cream treat guests can eat like a pizza.

Baskin-Robbins launches a new Mobile App, giving guests the ability to pay for their favorite flavors and frozen treats using mobile Baskin-Robbins cards, receive special mobile offers and keep track of upcoming events and promotions.

2017  Baskin-Robbins launches delivery service from more than 600 locations across the U.S. in partnership with DoorDash.

2019  Baskin-Robbins partners with Stranger Things 3 to bringing products from the hit Netflix show to life to fans nationwide.

Baskin-Robbins dips into the non-dairy vegan ice cream flavor category with the introduction of Non-Dairy Chocolate Chip Cookie Dough and Non-Dairy Chocolate Extreme.