

JOIN THE
World's Largest
ICE CREAM SHOP FRANCHISE



"Baskin-Robbins is the world's largest chain of ice cream specialty shops, and we believe there are significant international growth opportunities for the brand. Our international Franchisees are key to our global success, and it is our top priority to support them and drive profitable growth in new and existing markets."

- NIGEL TRAVIS, Chairman and CEO, Dunkin' Brands

As one of the leading brands for hard scoop ice cream, Baskin-Robbins delivers unique flavors in fun atmospheres to guests around the globe. Since our first shop opened in California, USA in 1945, we've grown to more than 7,800 retail shops in more than 50 countries. Today, we continue to seek exceptional Franchisee candidates to bring More Flavors. More Fun.® to new markets.

Baskin-Robbins prides itself on providing strong global branding, collaboration and partnership to guide our Franchisees and Licensees toward success – wherever they may be operating their shops.

If you share our passion for our products and our guests, it's time to join the Baskin-Robbins team and bring the fun and unique flavors to your favorite corner of the globe.

THE RIGHT REAL ESTATE LOCATIONS

Baskin-Robbins offers our international Franchisees a flexible portfolio of concepts with consistent branding. We strive to deliver our brand experience wherever real estate options allow. It's all about finding ways for guests to enjoy the moment in locations that offer the best mix of visibility, access, size and cost structure. The flexible portfolio of designs provides opportunity for more fun in more places.

THE POWER OF NON-TRADITIONAL

Baskin-Robbins shops also can be found in alternative venues positioned to address consumer demand in a captured environment. Depending on the venue size available, locations can offer a comprehensive or limited menu geared to consumer demands. Our non-traditional locations include:



- Airports
- Mass Transit Terminals
- Stadiums
- Colleges/Universities
- Shopping Destinations
- Fuel/Gas Stations
- Casinos/Resorts
- Cinemas

WHY BASKIN-ROBBINS?

- #1 Ice Cream & Frozen Dessert Franchise in the United States*
- Largest chain of ice cream specialty shops in the world
- Operational simplicity
- Flexible real estate options to fit almost anywhere
- Outstanding product innovation

*Entrepreneur Magazine 2017 Franchise 500

WORLD-CLASS SUPPORT

- Extraordinary training programs
- Comprehensive operating systems
- Store opening and supply chain support
- Ongoing business consultation
- Design and construction support
- Global, regional and local marketing programs

BRAND AND PRODUCT INNOVATION

Over our lifetime, we have created more than 1,300 ice cream flavors and introduce nearly 40 flavors every year, both internationally and in the United States. Baskin-Robbins welcomes over 300 million guests each year and strives to be the market leader through great guest experiences and an extensive product line of frozen desserts including ice cream cups and cones, classic and warm bakery sundaes, ice cream cakes, milkshakes, active smoothies and more!



IS BASKIN-ROBBINS THE RIGHT FRANCHISE FOR YOU?

To grow with Baskin-Robbins internationally, candidates must meet the following criteria:

- Multi-unit retail, foodservice and/or QSR experience with a proven record of success
- Access to highly-preferred real estate and expertise in negotiating agreements in a given development market
- Sufficient capitalization and financial ability to develop a network of multiple restaurants over a set period of time
- An organizational structure to support, own and operate a network of multiple restaurants across major cities in a large territory or country
- A long-term, strategic vision for developing the Baskin-Robbins brand

**BASKIN-ROBBINS HAS A STRONG GLOBAL FOUNDATION AND A BRIGHT FUTURE.
THE ONLY THING MISSING IS YOU!**

For more information, visit www.brglobalfranchising.com
or email internationalfranchising@dunkinbrands.com

