



Baskin-Robbins: 31 Flavors

Listening Questions 1:

1. What is the slogan of Baskin-Robbins?
2. Where did the company start?
3. Why did Baskin and Robbins buy a dairy in 1949?
4. Which countries did the company expand to in the 1970s?

Listening Questions 2:

1. What are franchisees responsible for?
2. How many locations does Baskin-Robbins have around the world?
3. How many flavors of ice cream has the company developed?
4. What is the current parent company of Baskin-Robbins?

Transcript 1:

Baskin-Robbins is an ice cream parlor chain famous for its “31 Flavors” slogan. The idea was that customers could have a different flavor each day of the month. Also, it was more than the 28 flavors that a competitor offered.

Brothers-in-law Irv Robbins and Burt Baskin each opened ice cream parlors in 1945 and 1946, respectively. By 1949, they had 40 locations between them in Southern California and they purchased a dairy to gain control of their supply chain. In 1953, they merged their companies to form Baskin-Robbins.

The company has used a franchise model to expand. By the mid-60s, it had more than 400 locations throughout the U.S. In the 70s, Baskin-Robbins expanded internationally by opening stores in Japan, South Korea, Saudi Arabia, and Australia.



Baskin 31 Robbins®



Transcript 2:

Baskin-Robbins has continued to use the franchise model for decades. The franchisees are responsible for the store operations while product development and merchandising are handled by company headquarters. It now has more than 5,800 locations around the world with 2,800 of those in the United States.

Since 1945, the company has introduced more than 1,000 flavors of ice cream and expanded its range of products with ice cream cakes and beverages such as smoothies or milkshakes.

It was a family-owned company until 1967 when it was acquired by the United Brands Company. Baskin-Robbins is currently a subsidiary of Dunkin' Brands which is also the parent company of Dunkin' Donuts (a donut shop chain) and Togo's (a fast-food sandwich shop chain).