

**Seize the**  
Franchise  
Opportunities **yay!**



# A Sweet Franchise Opportunity

With more than 7,900 worldwide locations, Baskin-Robbins is one of the world's largest chains of ice cream restaurants.

We are in search of exceptional franchise candidates to grow with us. If you meet our qualifications, have a passion for your local community, and of course, love ice cream — it's time to consider joining the Baskin-Robbins family!

## A Recognized Leader



Ranked in QSR Magazine's "QSR 50"



Ranked in Franchise Times' Annual "Top 200"



Ranked in Entrepreneur Magazine "Franchise 500"



"I bought a Baskin-Robbins franchise because I wanted to own and operate an iconic brand known worldwide. Baskin-Robbins also fit my criteria of finding a fairly simple-to-operate franchise offering a fun experience to customers."



HUGH WILLIAMS

# INSPIRE | IMPACT



Baskin-Robbins' launched the "Pint-Sized Heroes" charitable program in 2020 to celebrate the extraordinary, passionate, creative, and thoughtful young people who are giving back to their communities during the pandemic. We donate \$5,000 to each Pint-Sized Hero's charity of choice.

# Here's the Scoop

There are plenty of reasons to invest with a brand as fun as Baskin-Robbins. Here's a taste of why entrepreneurs are considering Baskin-Robbins as their Franchise of choice.

- Marketing & Brand Support
- Flexible Development Options
- Training Systems & Field Support
- Financial Incentives

## Marketing & Brand Support

### CREATING A POWERFUL BRAND IMAGE

Our brand complements national marketing with local campaigns and integrates traditional marketing with new media for maximum impact. We also offer our Franchisees a comprehensive suite of promotional materials to use for their own local restaurant marketing efforts.



## Not Just a Cherry on Top: In-Demand Products

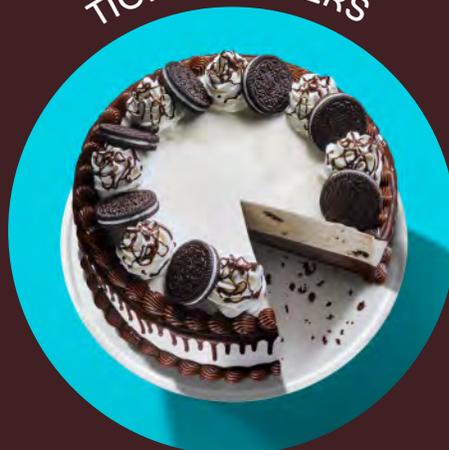
Our world-class culinary team expertly develops products to help keep guests coming back for more. Baskin-Robbins offers something for everyone: creative cones, unique cakes, specialty desserts, frozen beverages and take-home treats. We also offer Bright Choices®, a line of better-for-you ice creams, frozen yogurts, and sorbets, including dairy-free, fat-free, light and no sugar added options.

### TRANSACTION DRIVERS



Flavor of the Month  
National Program

### TICKET DRIVERS



Cakes For Any  
Occasion

### PROMOTIONS



Celebrating the 31st  
of Every Month

# Fun & Flexible Development Options

Baskin-Robbins offers flexible designs to fit almost any location!

## TRADITIONAL RESTAURANTS

Depending on the location you have in mind — freestanding, end-cap or in-line — our real estate and construction experts are ready to assist in the development and build-out of your site.

Site criteria typical for a Baskin-Robbins is 800 to 1,500 sq. ft. with approximately 20 feet of frontage.



TRADITIONAL FREESTANDING RESTAURANT



TRADITIONAL END-CAP RESTAURANT



NON-TRADITIONAL AIRPORT RESTAURANT

## NON-TRADITIONAL RESTAURANTS

Depending on the location, incorporating the flexible design concepts of Baskin-Robbins into your non-traditional venue allows you to enhance your space and keep customers coming.



Airports



Transit  
Terminals



Stadiums



Grocery  
Stores



Casinos



Colleges &  
Universities

## Don't Want to Start From the Ground Up?

Existing shops are for sale in many parts of the country. Buying an existing shop can offer established sales, staff, systems and community presence.

### MINIMUM FINANCIAL REQUIREMENTS BUYING AN EXISTING SHOP:

- Minimum Down Payment of 10% of purchase price
- Verifiable liquid assets of 30% of total selling price (plus costs of remodels due in the next 24 months)



# Turnkey Development Opportunities

When compared to more traditional development opportunities, turnkey options offer potential candidates:

- In many cases, a lower cash requirement
- An approval site sourced by Baskin-Robbins
- Real estate secured by Baskin-Robbins: no negotiating necessary
- Development/construction managed by Baskin-Robbins

These opportunities are unique and are only available in select markets.



## Training, Systems & Field Support

Baskin-Robbins provides a comprehensive operating system designed to help build business along with a world-class training program that covers branding, business management and more. In addition, Franchisees always have access to an experienced field support team.

### 3 WEEK TRAINING PROGRAM

- Technical Training (live, in-store) >
- Instructor-Led Classroom Training >
- Online Learning Management System >
- Mentoring & Skill Building

"My dream was to be an entrepreneur. With America being the Land of Opportunity, I decided to follow my passion. That's what brought me here.

I started my career as a crew member, and my husband was a baker for Dunkin' Donuts. Now, over 400 Baskin-Robbins Franchisees have gotten trained in my store. And I'm product of it.

My dream came true."



TARU PATEL





## Franchise Advisory System

We value our Franchisees' thoughts and opinions and have developed an advisory system to better enable Franchisees to share their feedback with us. There are three levels of this system:

### DISTRICT ADVISORY COUNCIL

Meets regularly throughout the year to discuss ideas or issues on a local level.

### REGIONAL ADVISORY COUNCIL

Made up of Franchisee leaders in a particular region, these individuals work together to discuss regional-level questions and concerns.

### BRAND ADVISORY COUNCIL

Franchisee leaders from around the country work directly with brand leadership to provide feedback on national initiatives.

## A Fun Fact

The most popular ice cream flavors at Baskin-Robbins are Vanilla, Chocolate, Mint Chocolate Chip, Pralines 'n Cream, and Chocolate Chip.



## Why Baskin-Robbins?

"My wife told me about how Baskin-Robbins supports Military Veterans with attractive financial initiatives. With more than 20 years of experience in the Army, I knew I had the management skills to run my own business, but most franchise opportunities were too cost prohibitive for me. After seeing the company's Veteran incentive program, it was obvious that Baskin-Robbins was the way to go."

 KEN LEWIS

# Is Baskin-Robbins Right For You?

Our exceptional Franchisees are the sprinkles to our ice cream.

## OUR IDEAL CANDIDATE WILL HAVE:

- An understanding of brand-building within the community and a drive for local shop marketing
- A demonstrated ability to build a high-performing team dedicated to operational excellence and guest satisfaction
- The desire and financial resources to develop or purchase one or more locations

## MINIMUM FINANCIAL REQUIREMENTS FOR NEW SHOP DEVELOPMENT:

- Verifiable liquid assets of \$100,000
- Total net worth of \$200,000

## MINIMUM FINANCIAL REQUIREMENTS FOR BUYING AN EXISTING SHOP:

- Minimum down payment of 10% of purchase price
- Verifiable liquid assets of 30% of total selling price (plus cost of remodels due in the next 24 months)

## Investment Details for New Shop Development\*

An initial investment ranging from \$293,840 - \$626,360

Advertising fee of 5% of gross sales

An initial franchise fee of \$25,000 (20-year term)

Royalty fee of 5.9% of gross sales

## Financial Incentives for New Shop Development\*

\*Please see Baskin-Robbins Franchise Disclosure Document for details

### DEVELOPMENT INCENTIVES

Initial franchise fee on first shop is \$25,000 that can be paid over a 10-year payment plan.

Reduced royalty rates for three years, as described below:

Year 1: 2.9%  
Year 2: 3.9%  
Year 3: 4.9%

Standard royalty rate of 5.9% in year 4 and beyond.

### VETERAN INCENTIVES

Initial franchise fee on first shop is \$25,000 that can be paid over a 10-year payment plan.

Reduced royalty rates for three years, as described below:

Year 1: 0%  
Year 2: 3.9%  
Year 3: 4.9%

Standard royalty rate of 5.9% in year 4 and beyond.



# Ready To Take The Next Step?

To start the process to see if you can become a Franchisee, complete our quick application at [baskinrobbinsfranchising.com](http://baskinrobbinsfranchising.com).

**Step 1**  
APPLICATION

**Step 2**  
CANDIDATE  
REVIEW



**Step 3**  
BUSINESS  
PLAN



**Step 4**  
FINANCIAL  
REVIEW



**Step 5**  
SITE  
REVIEW

**Step 6**  
GRAND  
OPENING



**Want More  
Sweet Details?**

[baskinrobbinsfranchising.com](http://baskinrobbinsfranchising.com)





Baskin-Robbins has the recipe  
for a sweet franchise.

**The only thing missing is you!**