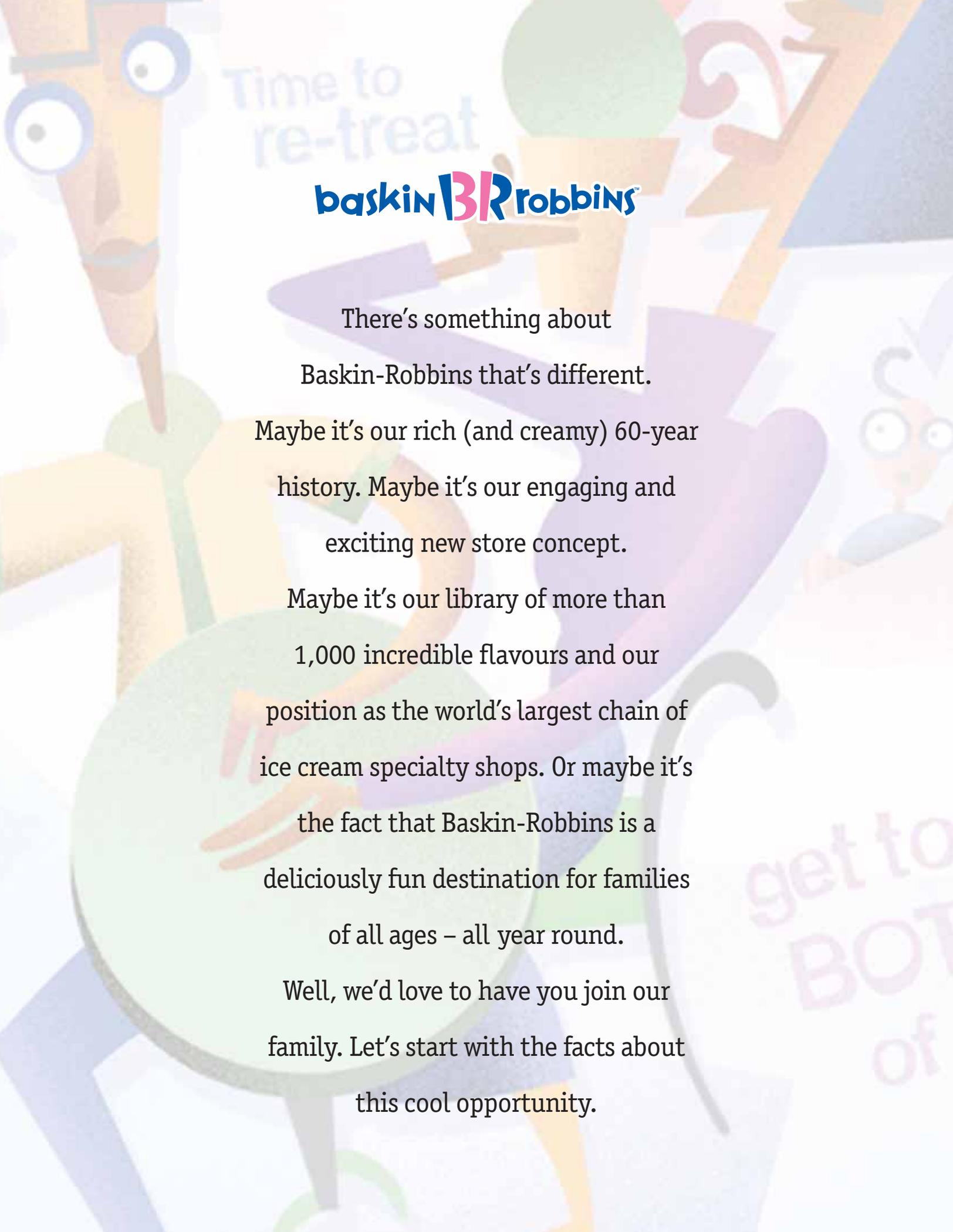


baskin **BR** robbins™

Myths
versus
Cold, Hard
Facts

Here's the scoop
on the coolest
franchise
around.

The background features a colorful, stylized illustration of a Baskin-Robbins ice cream shop. On the left, a large, stylized face of a person with large eyes and a mustache is visible. In the center, a hand holds a green ice cream cone. To the right, a hand holds a purple ice cream cone. The text "Time to re-treat" is written in a light blue, sans-serif font at the top left. The Baskin-Robbins logo is centered at the top. The main text is centered in a dark grey, sans-serif font. At the bottom right, the text "get to BOT of" is partially visible in a light purple, sans-serif font.

Time to
re-treat

baskinBR**robbins**[™]

There's something about
Baskin-Robbins that's different.

Maybe it's our rich (and creamy) 60-year
history. Maybe it's our engaging and
exciting new store concept.

Maybe it's our library of more than
1,000 incredible flavours and our
position as the world's largest chain of
ice cream specialty shops. Or maybe it's
the fact that Baskin-Robbins is a
deliciously fun destination for families
of all ages – all year round.

Well, we'd love to have you join our
family. Let's start with the facts about
this cool opportunity.

get to
BOT
of

Myths versus Cold, Hard Facts!

THE TRUTH. AT A GLANCE.

Myth:

Baskin-Robbins is a summer-only franchise.

Fact:

Our sales are consistent – all year long.

Take a Baskin-Robbins Impulse Location for example... While there certainly is a spike during the May through August Canadian summer season, and again at the end of the year – the sales for Baskin-Robbins mall locations remain relatively consistent throughout the whole year. And, our ongoing innovative programs in the Dessert, Take Home and Beverage categories, in addition to our Cups and Cones category, are designed to keep the consistency in our sales pattern... well... consistent.

So, whether you're interested in a location in a shopping mall, power centre, strip shopping centre or a downtown storefront – you can be certain that the support of the whole Baskin-Robbins organization is behind you – developing new categories, creating exciting products and guiding you with the expertise and experience born over our 60-year history.

Myth:

Baskin-Robbins just sells ice cream cones.

Fact:

Besides scooped ice cream, sundaes and pre-packs, the Baskin-Robbins menu features an expanding line of beverages and beautifully decorated ice cream cake creations.

Baskin-Robbins is the world's largest chain of ice cream specialty shops with more than 5,500 stores in over 40 countries – but we didn't achieve that lofty status by just selling ice cream cones. Our industry leading Cup and Cone category is supported by the strong growth of our Dessert, Beverage, Sundae and Take Home categories as well. Add to that our ongoing commitment to new product development with new entries including frozen custard and our growing line of beverages, and you'll see why everyone wants to get a taste of the dynamic new Baskin-Robbins.

Myth:

Baskin-Robbins serves only 31 flavours.

Fact:

Our flavour library consists of over 1,000 ice cream recipes.

Burt Baskin and Irv Robbins adamantly believed that people should have a lot of choices – so, from their beginning 60 years ago, they offered 31 flavours...one for each day of the month. Their ideals live on at Baskin-Robbins today as our unrivalled ice cream flavour library now numbers more than 1,000 recipes. With classics including Jamoca® Almond Fudge, Pralines 'n Cream and Gold Medal Ribbon® and exciting new flavours like Apple Crisp, Bananas Foster and Tiramisu – the choices at Baskin-Robbins make it the choice for hundreds of millions of customers every year.

Myth:

Customers only eat-in at Baskin-Robbins.

Fact:

Take home pre-packs and deliciously decorated ice cream cakes are a burgeoning part of a Baskin-Robbins franchise.

Whether you're 4 or 14, 8 or 88, there's no question that a trip to a Baskin-Robbins store puts a smile of the face of kids of all ages...and there's also no question that consumers are realizing, in a very big way, that they can bring Baskin-Robbins smiles to their home freezer too! Our ongoing promotion of pre-packs and holiday & special occasion cakes has resulted in stellar category growth over the years – and the way we see it – the best is still to come.

Our

Past is as rich as our Future

From our beginning over 60 years ago, Baskin-Robbins has always been about making people smile – inside and out. Burt Baskin founder of a Los Angeles ice cream shop called Snowbird in 1945 and Irv Robbins, his brother-in-law and founder of one called Burton's decided to capitalize on their common successes and became partners in 1946 of their first store under the Baskin-Robbins name. By 1948 they had opened a small chain of six ice cream stores.



The brothers-in-law quickly realized that the proper care of each store required a manager/owner with a vested interest in its success and they began licensing the operations of Baskin-Robbins stores – and pioneered the concept of franchising in the ice cream industry.

From its southern California birthplace, the Baskin-Robbins chain spread throughout the United States during the 1950s and '60s and then began international development in the 1970s. Their sweet and creamy treats can now be found from Toronto to Moscow in more than 5,500 locations around the globe. Arriving in Canada in 1971, Baskin-Robbins opened its first location on Eglinton Avenue at Bathurst Street in Toronto. Baskin-Robbins quickly became a Canadian favourite serving its now famous ice cream treats to millions of eager guests annually. Quality, flavour and selection have made Baskin-Robbins Canada's frozen treat destination for more than 35 years.

Throughout their growth, and still true today, Burt and Irv strongly believed that people should have lots of choices...so they offered 31 flavours – one for each day of the month. And, they also believed people should be able to try whatever flavor they felt like before they made their choice. And so was born the Baskin-Robbins pink spoon. Baskin-Robbins popularized the practice of offering free tastes on miniature pink spoons to customers dazzled by its selection of flavours...arguably making the company's pink spoon a cultural icon.



As the champion purveyor of taste and variety, Baskin-Robbins has created an unrivalled collection of over 1,000 ice cream flavours over the years. Many are given whimsical names that echo cultural trends of the times, such as Beatle Nut (celebrating the Fab Four) and Lunar Cheesecake (lauding the moon landing) during the 1960s. Regional favourites including Black Walnut, Rum Raisin and Lemon Custard rotate through the months mirroring consumer interest and seasonal trends. Holiday favourites such as Winter White Chocolate, Love Potion #31, Baseball Nut and Resolution Breaker also appear in Baskin-Robbins dipping cabinets annually as part of the company's well-known "Flavour of the Month" program.



Besides scooped ice cream, sundaes and pre-packed liters, Baskin-Robbins menu features a burgeoning line of beverages – from traditional shakes and smoothies to Bold Breezes™ and Cappuccino Blast® – our innovative line of fruit and frozen blended drinks. Baskin-Robbins also offers a range of deliciously decorated ice cream cake creations for holidays, celebrations and special occasions.

These deliciously diverse offerings have contributed to Baskin-Robbins being voted the top chain in the Ice Cream/Yogurt category for 13 of the past 17 years in the annual Choice in Chains survey conducted by Restaurants and Institutions magazine.

Today Baskin-Robbins is franchised around the world by Allied Domecq QSR, headquartered in Randolph, Massachusetts, USA. Baskin-Robbins continues to carry on the tradition of offering spoonfuls of smiles to millions of happy customers every day.

"We sell fun, not ice cream." – Irv Robbins.

It's as true today as when he first said it.



The Opportunity

This is not only your chance to join a growing and dynamic company – it's your chance to become part of a North American icon. We're looking for people with the same determination and spirited passion as our Founders. We believe that these traits, combined with a vested financial interest, are the best way to ensure the continued growth of the fun-loving Baskin-Robbins brand. As a franchisee, you'll receive the guidance, expertise and support that only a market leader like Baskin-Robbins can provide.

In the spirit of always keeping things fresh and fun, we've introduced an exciting new concept store, along with a new logo and delicious new twists on product offerings. In fact, the response has been so positive that we've already begun implementing the new Baskin-Robbins across the country. Before long, everyone will get a taste of the dynamic, new Baskin-Robbins.

So c'mon...what are you waiting for? There are over 5,500 Baskin-Robbins in over 40 countries across the globe. Just think – your store could be next on the list.

Our franchisees are carefully selected and should personify the following ideals:

People People – you absolutely, positively must truly love being around people...interacting with the public and your employee teams. In short, if you like hiding out in an office and working on the computer, then Baskin-Robbins is not for you.

Team Works – if you work well with others, get a kick out of sharing ideas and like contributing to the overall success of an organization, then you're definitely our kind of team player.

In Touch – become one with your ice cream side. A successful Baskin-Robbins franchisee is as enthusiastic about running your location as a six-year old is about enjoying one of our delicious delights. After all, building a great franchise, among other things, demands an extraordinary amount of enthusiasm and energy. Simply put – you must be into your ice cream side.

We'd love to have you join our family. Currently, a new concept, full-line Baskin-Robbins location ranges between \$200,000 and \$230,000.00 with a minimum of \$125,000.00 in unencumbered cash. With a franchise fee of \$20,000.00 and the lowest royalty rate around – a Baskin-Robbins location may be your perfect choice.

There's no doubt about it – a Baskin-Robbins franchise is a sweet opportunity. The way we see it, the only thing sweeter would be two or three!

For information please call 1-800-777-9983 or visit us at www.baskinrobbins.ca.

Join Us!

Get the scoop on the coolest franchise around.

1-800-777-9983

www.baskinrobbins.ca

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