

Baskin-Robbins Plans More Than 100 New Stores

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Opens Houston for Franchise Sales

Baskin-Robbins is rapidly expanding its Texas footprint with today's announcement that Houston is now open for franchise sales. More than 100 new stores are projected over the next several years throughout Greater Houston and the surrounding counties of Harris, Fort Bend, Galveston, Chambers, Liberty, Montgomery, Waller, Brazoria and Walker.

Currently, Baskin-Robbins operates 33 locations in Houston and more than 90 stores across Texas. The company plans to open 300 locations statewide in small and large markets over the next several years, and recently signed development agreements for 40 additional stores throughout Texas including locations in Dallas-Ft. Worth, Austin and San Antonio. Baskin-Robbins will open more than 400 stores globally in 2008.

Baskin-Robbins' Houston launch is part of an aggressive growth strategy, which includes expanding in existing markets while entering new cities throughout the country. The company is actively seeking new franchisees willing to own and operate a minimum of 3 stores in Greater Houston and the surrounding counties.

"As the Baskin-Robbins brand continues to develop in Texas, we're now looking for franchisees in Greater Houston with strong financial backgrounds to manage multiple stores and a passion for their local communities," said James Franks, national director of franchising, Baskin-Robbins. "We are excited about new franchisees joining our team who are ready to work on their business and not just in it. Our small business, small network approach allows owners to develop a strong presence in their market and play a vibrant part in the daily lives of people who live and work in and around Houston."

Baskin-Robbins offers franchisees a variety of store concepts including free standing stores, sites within shopping centers, kiosks and other retail environments. Furthering its commitment to its franchisees, Baskin-Robbins also offers a range of support systems including: complete training, site selection assistance, design and construction, marketing, and technology assistance.

Over six decades ago, Baskin-Robbins was founded by ice cream enthusiasts Burton "Burt" Baskin and Irvine "Irv" Robbins who shared a dream to create an innovative ice cream store that would be a neighborhood gathering place for families. Today, more than 300 million people visit Baskin-Robbins each year to sample the more than 1,000 flavors in its ice cream library, as well as enjoy its full array of frozen treats including ice cream cakes, frozen beverages and sundaes.

"Baskin-Robbins will satisfy a growing demand in Houston for high-quality ice cream, specialty frozen desserts and beverages," said Franks. "Over the past 62 years, Baskin-Robbins has become the brand of choice for consumers, and has consistently delighted them with our irresistible flavors and treats. We look forward to being an important part of the community in Houston."

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