

Baskin-Robbins Opens San Antonio for Franchise Sales, Plans More Than 40 New Stores

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Hosts San Antonio Franchising Seminar on August 7th

Baskin-Robbins, America's favorite neighborhood ice cream shop, is rapidly expanding its Texas footprint with today's announcement that San Antonio is now open for franchise sales. More than 40 new stores are projected over the next several years throughout San Antonio and the surrounding counties of Wilson, Guadalupe, Comal and Bexar.

Currently, Baskin-Robbins operates 15 locations in San Antonio 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. Baskin-Robbins will open more than 400 stores globally in 2008.

Baskin-Robbins' San Antonio 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 three stores in San Antonio and the surrounding counties.

"As the Baskin-Robbins brand continues to develop in Texas, we're now looking for franchisees in San Antonio 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 San Antonio."

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.

To share information about franchising opportunities in San Antonio, Baskin-Robbins is hosting a franchising seminar at the Hilton San Antonio Airport on August 7, 2008 from 2:30 p.m. - 4:30 p.m. Included in the discussion will be the brand's new store design, new logo, marketing, training and site selection. To register for the event and learn more, visit the seminars and events link at www.baskinrobbins.com/FranchiseOpportunities/.

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 San Antonio 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 San Antonio community."

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