

Baskin-Robbins Opens Northern Florida for Franchise Sales, Plans More Than 50 New Stores

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Baskin-Robbins, America's favorite neighborhood ice cream shop, is rapidly expanding its Northern Florida footprint with today's announcement that Pensacola, Jacksonville and the surrounding areas of Panama City and Tallahassee are now open for franchise sales.

More than 50 new stores are projected over the next several years throughout the region and the surrounding counties of Escambia, Leon, Wakulla, Okaloosa, Duval, Nassau, Clay, Putnam and Santa Rosa, among others.

Currently, Baskin-Robbins operates more than 15 locations in and around Pensacola and Jacksonville and more than 170 stores across Florida. The company plans to open 200 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' Northern Florida 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 the region.

"As the Baskin-Robbins brand continues to develop in Northern Florida, we're now looking for franchisees in the region 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 the area."

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.

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