

## BASKIN-ROBBINS ANNOUNCES PLANS TO EXPAND DEVELOPMENT IN GERMANY

CANTON, MA (APRIL 22, 2014) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, announced today plans to expand its development of franchise locations in major metropolitan areas across Germany. This effort is part of Baskin-Robbins' development strategy to increase its presence internationally.

Baskin-Robbins is seeking qualified multi-unit franchisee candidates to expand the brand's development in Germany, with an initial focus in Berlin, Frankfurt, Hamburg, Munich and Stuttgart. Ideal franchisee candidates should have strong financial backgrounds, a deep knowledge of their local consumers, a proven track record of success in operating retail or restaurant businesses, and a desire to develop multiple Baskin-Robbins locations in the market over the next several years.

"Expansion in Germany will provide Baskin-Robbins with a strong growth opportunity," said Jeremy Vitaro, vice president of international development for Dunkin' Brands. "We are confident that Baskin-Robbins will be well-received by German consumers and are eager to bring the brand's broad assortment of delicious ice cream flavors to additional markets."

Baskin-Robbins has a growing international presence and opened 281 net new locations worldwide in 2013. The company currently has nearly 500 restaurants across Europe, including locations in Russia, Spain and the United Kingdom.

To further fuel its European expansion, the company is actively seeking qualified franchisees and will host a live online webinar on May 8 at 4 p.m. local time. To register and learn more about franchising opportunities with Baskin-Robbins, please visit <http://dunkinbrands.force.com/internationalevents> or [www.baskinrobbinsfranchising.com](http://www.baskinrobbinsfranchising.com).

For more information about Baskin-Robbins' franchise opportunities in Germany, please contact Patricia Halpin, Director of International Development, at +001-248-320-9087 or via email at [patty.halpin@dunkinbrands.com](mailto:patty.halpin@dunkinbrands.com). For additional information on Baskin-Robbins visit [www.baskinrobbins.com](http://www.baskinrobbins.com).