

BASKIN-ROBBINS IS COMING SOON TO WESTFIELD MALL IN ESCONDIDO, CA

World's Largest Chain of Ice Cream Specialty Shops Seeks Franchisees for Prime Location in North County Westfield Mall and Other San Diego Pre-selected Sites

CANTON, MA (June 3, 2015) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, today announced it is coming to the North County Westfield Mall in Escondido, Calif. as part of its latest expansion efforts in the San Diego area. The company has secured space in a high-traffic area in the popular Westfield Mall located at 272 E. Via Rancho Parkway. Baskin-Robbins is seeking franchise candidates who are looking for a sweet opportunity in a prime location and would like to take advantage of the many perks that Baskin-Robbins offers with this turn-key non-traditional development opportunity.

Non-traditional development opportunities, such as kiosks, have a lower development cost, shorter franchise term and less cash requirement than a traditional, standalone ice cream shop. Ideal for San Diego entrepreneurs, the North County Westfield Mall location is currently in the process of being designed and built and will include a 10-year franchise term and discounted royalty rates for the first three years. The asking price for the new Baskin-Robbins kiosk is \$100,000 and is projected to open prior to the busy holiday season this year.*

"This is a great opportunity for anyone who has ever thought about owning his or her own ice cream shop. As our brand continues to expand in San Diego, we're looking for entrepreneurs throughout the area with a passion for their local communities to join our team," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "Baskin-Robbins has seen solid growth with its 24 ice cream shops in the San Diego area, and we're eager to continue to explore and expand in a city that is consistently named one of the best places to live."

On the heels of the Westfield Mall opportunity, this summer, Baskin-Robbins will begin developing one to two other shops in the San Diego market for which eligible candidates can purchase. These sites present unique opportunities to own and operate locations that are delivered as a ready to operate shops.

Baskin-Robbins combines delicious treats with a simple operating model. Franchisees enjoy convenient hours of operation, minimal equipment and little product waste. They also benefit from award-winning training programs and comprehensive operating systems designed to help build business. For additional information, contact the Baskin-Robbins Franchising Team at 781-737-5530 or franchiseinfo@baskinrobbins.com or visit the [Baskin-Robbins franchising website](#).

In 1945, Baskin-Robbins was founded in Glendale, Calif., by two ice cream enthusiasts who shared a dream to create an innovative ice cream shop that would be a neighborhood gathering place for families. Today, over 300 million people visit Baskin-Robbins each year to sample from the more than 1,300 flavor creations available in its ice cream library. Baskin-Robbins offers guests its wide range of hard scoop ice cream flavors, along with custom ice cream cakes, delicious frozen beverages, premium soft serve and take home frozen treats.

* For complete terms and conditions, please see the Baskin-Robbins Franchise Disclosure Document.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 36th annual Franchise 500® ranking in 2014, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 7,500 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,300 ice cream flavors and a wide variety of delicious treats. In 2013, more than 13 million ice cream cakes were sold in Baskin-Robbins shops worldwide. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit www.BaskinRobbins.com.

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