Baskin-Robbins Commitment to Better

For 75 years, Baskin-Robbins® has been obsessed with ice cream. This obsession started with the brand's founders, Burton "Burt" Baskin and Irvine "Irv" Robbins, back in the 1940s and continues to this day. The Baskin-Robbins team, including culinary and Research and Development experts, is dedicated to creating ice cream perfection for all of the brand's guests and their dietary needs and preferences.

Here's some of the innovative steps Baskin-Robbins has taken to provide better-for-you and responsibly sourced menu offerings.

Better Alternatives

- **2022:** Introduced first non-dairy flavor in the U.S. made with coconutmilk, Non-Dairy Mint Chocochunk.
- **2021:** Introduced new plant-based flavors like Non-Dairy Strawberry Streusel and Non-Dairy Salted Fudge Bar.
- **2019:** Introduced non-dairy, vegan-friendly* ice cream flavors including Non-Dairy Chocolate Extreme and Non-Dairy Chocolate Chip Cookie Dough.

Better Ingredients

- **2019:** Removed artificial dyes** from ice cream sold at shops and in quarts and pints at retail locations, as well as from syrups, sauces and beverages.
- **2018:** Removed partially hydrogenated oils.
- **2008:** Introduced 0g artificial trans fat menu.

Better Sourcing

- **2017:** All milk suppliers required to participate in Farmers Assuring Responsible Management - a nationwide program that reflects the commitments of U.S. dairy farmers to providing a high level of animal care and quality assurance.

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Better-for-You Menu Items

- **2009:** Unveiled BRight Choices® menu line, featuring lighter (but just as flavorful) reduced fat, no sugar added frozen desserts, non-dairy ices and sorbets and fat-free vanilla flavored frozen yogurt options.
- **1997:** Introduced smoothies made with real fruit and Nonfat Vanilla Frozen Yogurt.
- **1989:** Introduced no-sugar-added and reduced fat options.
- **1987:** Added low-fat and nonfat vanilla frozen yogurts.
- **1985:** Introduced sorbets, with less fat content than traditional ice cream.

*Baskin-Robbins' definition of a vegan menu items is a food or beverage with no animal sources: no meat, fish, shellfish, milk, egg or honey products, and no enzymes and rennet from animal sources. All of Baskin-Robbins' menu items (vegan / non-vegan, dairy/non-dairy) are prepared in the same area. Baskin-Robbins cannot guarantee that there will be no cross-contact between products or ingredients.

** Exceptions include select supplier-branded ingredients produced by other companies that are used as toppings, ice cream inclusions or decorative elements. Additional time will be needed to find replacements for the decorative elements used on our ice cream cakes.