Flavor Every Moment: Baskin-Robbins' Updated Store Concept

Enhancing the Ice Cream Experience

Baskin-Robbins® debuted its updated 'Moments' store concept in 2018, reimagining the in-store look and feel to give guests a new way to flavor every moment. Along with an expanded menu, each newly designed store location features a fresh, modern look that is meant to instantly spark moments of ice cream joy and help guests create flavor-filled memories for years to come.

Refreshed Store Design

Everything from lighting to furniture and product displays are reimagined to make every Baskin-Robbins visit even brighter from the moment guests step inside.

- **Inviting and contemporary design:** The interior décor features bright, joyful colors, providing a premium experience for guests to create special moments.
- **Wall mural:** A colorful and socially shareable wall mural features unique and interactive artwork to celebrate the key attributes of each local community and help create a strong connection between Baskin-Robbins and guests.

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- **Flexible and comfortable seating:** Indoor seating gives guests more options and features upholstered banquette and oversized swivel chairs for maximum comfort.

- **Upgraded digital menu boards:** An entirely new digital menu board displays products in an engaging way with high-quality photos and video imagery.

Updated Menu Experience and Expansion

The updated 'Moments' store menu features ice cream "novelties" and an expanded toppings station to provide more variety and options for customization. Newly designed sleek glass dipping cabinets display Baskin-Robbins' premium ice cream flavors, ice cream cakes and ice cream novelties featuring a collection of premium, hand-dipped and snackable frozen desserts perfect for on-the-go.

- Chocolate-Dipped Bananas
- Chocolate-Dipped Ice Cream Bars
- Individual Polar Pizza slices
- Frozen Fruit Blast Bars
- Hand-Dipped Fancy Waffle Cones