



B-R 31 ICE CREAM CO.,LTD.

Company Description

In 1945, two entrepreneurs named Burt Baskin and Irv Robbins started a new ice cream specialty shop in Southern California with a unique idea - serve a different flavor of ice cream for every day of the month, 31 flavors. With exciting names like Baseball Nut Crunch, Rocky Road, Burgundy Cherry, and Rum Raisin, the shop became so popular that it expanded throughout the United States, and now around the world. Inspire Brands Inc. is the parent company of Baskin-Robbins, which has over 7,600 stores across the world serving 300 million guests every year. The brand was introduced to Japan in 1974 with the first store as FC at the National Azabu Supermarket, and has now expanded to nearly 1,300 locations, making Japan an important market in the world alongside with the U.S. and Korea for Baskin-Robbins. Our motto is "We Make People Happy." and our hope is that you as well as our many customers will enjoy the delicious, hand-scooped American style ice cream, and try the 31 flavors that we serve.

Company Details

Head Office

United States

Main Business

アイスクリームおよびこれに付随する製品の製造、輸出入および販売。アイスクリームショップのフランチャイズ展開ならびに製品の供給および経営指導。

President

ジョン・キム

Capital

7億35百万円 (2007年2月)

URL<https://www.31ice.co.jp/contents/company/about/outline/>

Offices

Main Office

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