

Baskin Robbins' Sales Sweet

By [The Moscow Times](#)

May 11, 2011

The  Moscow Times

The Baskin Robbins ice cream chain increased its turnover in Russia by 26 percent last year to 662.79 million rubles (\$24 million), the company said Wednesday.

The company opened 46 new outlets in Russia and the CIS last year. All but five of them were franchises.

"We see a substantial increase in the sale of our products not just in hot southern regions, but in territories around near the Arctic Circle — in Yakutsk and Salekhard," company general director Agnessa Osipova is quoted in a statement as saying.

Baskin Robbins is present in 73 cities in Russia and the CIS, with more than 200 cafes and 129 kinds of ice cream.

(Interfax)

Original url: <https://www.themoscowtimes.com/2011/05/11/baskin-robbins-sales-sweet-a6899>