

# Ice Cream Sales Are Hot

By [The Moscow Times](#)

August 28, 2011

**The**  **Moscow Times**

Baskin Robbins' ice cream retail sales in Russia and the CIS went up 20 percent in the first half of this year, the company said in a statement.

The company sold 378 million rubles (\$13 million) worth of ice cream from January through June. Since the start of the year, Baskin Robbins has opened 40 new parlors, 35 of which are franchises.

Baskin Robbins' first joint venture in Russia, Baskin Robbins Soviet International, was registered in 1990. In 1996, the company opened a major ice cream plant in Moscow, the biggest in Europe. Baskin Robbins is represented in 75 cities in Russia and the CIS, with more than 225 cafes and 130 kinds of ice cream.

*(Interfax)*

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