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## **COLD STONE CREAMERY® WARMS UP WITH NEW PLATED DESSERTS**

*New novelty dessert line launches with four indulgent Creations at \$4.99*

**SCOTTSDALE, ARIZ.** (Feb. 2, 2011) – [Cold Stone Creamery](#), known for super-premium customizable ice cream [Creations™](#), is adding an innovatively delicious new line of treats in locations nationwide, the Plated Desserts line. Debuting today at an introductory price of \$4.99, the Plated Desserts line combines classic indulgences, such as brownies, [churros](#) and [funnel cakes](#), with Cold Stone's premium ice cream in four tempting Creations.

The Plated Desserts are an extension into Cold Stone Creamery's [ice cream novelties](#), joining the popular ice cream [cupcakes](#) and [cookie sandwiches](#). Adding a different element and seasonality to Cold Stone's menu, Plated Desserts are served warm and are sharable, creating a parlor feel.

"The Plated Desserts brings desserts that are rarely seen in the restaurant space, such as churros and funnel cakes, and brings elegance and a whimsical flair to these decadent treats," said Suzanne Schutz, vice president of marketing for Cold Stone Creamery. "The four Plated Desserts options are the perfect indulgence a la Cold Stone."

Through April 30, 2011, the Plated Desserts will be available at an introductory price of \$4.99. The four Creations are detailed below:

- **Brownie A La Cold Stone:** A rich, warm chocolate brownies smothered with French Vanilla ice cream and topped with whipped topping, caramel, hot fudge and pecans.
- **Churro Caramel Crave:** Crispy churros rolled in cinnamon and sugar, smothered with French Vanilla ice cream and topped with caramel and whipped topping.
- **Chocolate Lava Meltdown:** Warm chocolate cake filled with hot fudge, then topped with French Vanilla ice cream, fudge, whipped topping and shaved chocolate.

- **No Fair Funnel Cake:** Freshly baked, sweet funnel cake dusted with powdered sugar, surrounded by strawberries and topped with French Vanilla ice cream, strawberry puree and whipped topping.

In addition to the new Plated Desserts line, Cold Stone Creamery is also extending the [Gold Cone](#) collection, a monthly rotation of ice cream flavors, into 2011. The first Gold Cone flavor of the year is back by popular demand from last Valentine's Day, **Chocolate Dipped Strawberry**, for February. In March, Cold Stone is introducing a new flavor of the unique no-melt ice cream line, **Pistachio JELL-O Pudding**. Perfect for the spring season, April's Gold Cone ice cream flavor is **Peach Iced Tea**.

To stay up to the minute on Cold Stone's latest indulgences, "Like" the official Cold Stone Facebook page at [www.facebook.com/coldstonecreamery](http://www.facebook.com/coldstonecreamery).

### **About Cold Stone Creamery**

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience*<sup>®</sup> through a community of franchisees who are passionate about ice cream. The secret recipe for smooth and creamy ice cream is handcrafted fresh daily in each store, and then customized by combining a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is a subsidiary of Kahala, one of the fastest growing franchising companies in the world, with a portfolio of 12 quick-service restaurant brands. Cold Stone Creamery operates more than 1,500 locations in 16 countries.

For more information about Cold Stone Creamery, visit [www.coldstonecreamery.com](http://www.coldstonecreamery.com). For more information about Kahala, visit [www.kahalamgmt.com](http://www.kahalamgmt.com).