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Cold Stone Creamery Adds Tart Frozen Yogurt to Their ‘Better-For-You’ Product Line

Fat-free, low calorie yogurt option sure to attract health conscious crowd

SCOTTSDALE, Ariz., (July 1, 2008) – When Cold Stone Creamery became a part of the Kahala family of brands, the opportunity to offer more healthy indulgences, specifically, smoothies and frozen yogurt was apparent. After recognizing this opportunity, it didn’t take long for Cold Stone Creamery to tap into the NrGize Lifestyle Cafe, a Kahala brand generally found in national health club chains. Together, the NrGize Lifestyle Cafe and Cold Stone Creamery are revolutionizing the better-for-you options in the frozen dessert category.

In May, Cold Stone Creamery introduced eight NrGize smoothies and reduced the calories in the Signature Smoothie line by ten to forty percent. As a result, smoothie sales doubled and Cold Stone Creamery seized the opportunity to increase their better-for-you product offerings under the NrGize sub-brand.

More specifically, this month, Cold Stone Creamery introduced NrGize Lifestyle Yogurt, a fat-free, tart frozen yogurt with just 25 calories per ounce. With nearly 1,400 stores across the country, Cold Stone Creamery is the first national brand to offer hand-packed tart frozen yogurt. This guilt-free treat can be combined with Cold Stone’s full selection of nearly 40 mix-ins including fruits and nuts.

“Cold Stone Creamery is labeling all of our ‘better-for-you’ treats with the NrGize logo so they are easily recognized as a part of the new line of healthier options,” said Dan Beem, president of Cold Stone Creamery. “This new line showcases Cold Stone Creamery’s passion for creating delicious low calorie, low fat frozen treats while continuing to lead as an innovator in the category.”

About Cold Stone Creamery

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience* 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 part of the Kahala holding company, a leading brand-building franchisor with a portfolio of 12 quick service restaurant brands. Cold Stone Creamery alone operates nearly 1,400 locations in the U.S., Puerto Rico, Guam, Japan, Korea, China, Taiwan, Indonesia, Mexico, Denmark and United Arab Emirates. For more information about Cold Stone Creamery, visit the brand’s Web site at coldstonecreamery.com.

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