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## **COLD STONE CREAMERY AND TURIN CHOCOLATES MAKE SWEET DEAL**

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*Cold Stone Creamery inspired truffles offered in retail outlets*

**Scottsdale, Ariz.** – (November 25, 2008) – Licensing agency, Global Icons LLC, has paired two premium brands, combining ice cream and chocolate truffles, and the perfect price point just in time for the holiday shopping season. This sweet deal features the taste of Cold Stone Creamery's signature ice cream creations wrapped in luscious Turin chocolate truffles. These truffles represent four of the most loved Cold Stone Creations, including Coffee Lovers Only, Chocolate Devotion, Our Strawberry Blonde and Peanut Butter Cup Perfection.

The Cold Stone inspired Turin chocolates will be available year-round in several retail outlets, including Costco, Walgreens and Bed, Bath & Beyond, which will be carrying the chocolates during the holiday season. Target, CVS and Wal-Mart will have the truffles in store starting in the new year. Offered in both variety packs and individual containers ranging from 3.5 oz to 14 oz and retail costs from \$2.50 to \$8.99, these chocolates are the ultimate gift for co-workers, loved ones or a surprising treat at any type of holiday soirée.

“This licensing agreement enables us to share our passion, Cold Stone ice cream, in a new and delicious product,” said John Wuycheck, vice president of Kahala Franchisee Development. “Partnering with Turin gives everyone the opportunity to enjoy and share our Creations with family and friends.”

Turin Chocolates have been offering premium chocolates since 1928 while Cold Stone Creamery is celebrating its 20<sup>th</sup> year in business, this combination of tradition combined with innovation made for the ideal agreement. The partnership was really brought to life with the hard work of Cold Stone Creamery's Tastemaster and Turin's Master Chocolatiers who worked diligently to create the perfect balance of ice cream and chocolate taste profiles in one delicious treat.

### 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](http://coldstonecreamery.com).

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