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## **TIS' THE SEASON FOR SCRUMPTIOUS COLD STONE CREAMERY HOLIDAY TREATS**

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*Fudge Brownie Batter, new holiday flavor, is the latest addition to the Cake Batter™ line*

**SCOTTSDALE, Ariz.** (Nov. 4, 2009) – Cold Stone Creamery is adding new cause to rejoice this holiday season with the introduction of its latest flavor combining the best aspects of the season, fudge and brownies. The ice cream concept's newest flavor, **Fudge Brownie Batter**, and accompanying ice cream cakes, pies and cupcakes, make Cold Stone desserts the perfect addition to any holiday party.

Famous for inventing the original Cake Batter ice cream in 2003, Cold Stone Creamery's Sr. Tastemaster™ has created another taste bud masterpiece with Fudge Brownie Batter. This latest addition to the batter line of ice cream will be available at all Cold Stone stores nationwide from Nov. 4 to Dec. 29, 2009. With a flavor reminiscent of licking a brownie batter bowl, this delicious flavor will be featured in ice cream Creations, pies, cakes and cupcakes.

- **Brownie Batter Connection Creation** – Fudge Brownie Batter ice cream mixed with brownies, OREO® cookies and fudge
- **Peanut Butter Brownie Bliss Creation** – Fudge Brownie Batter ice cream mixed with brownies, creamy peanut butter and fudge
- **OREO® Fudge Brownie Cake** – Layers of moist brownie, fudge and Fudge Brownie Batter ice cream mixed with OREO cookies and fudge, then wrapped in chocolate frosting
- **OREO® Brownie Crunch Cupcake** – A rich chocolate cup filled with an OREO cookie layer, then a scoop of Fudge Brownie Batter ice cream mixed with brownies, and topped with chocolate frosting and an OREO cookie

“Fudge and brownies are classic holiday treats and Cold Stone's latest batter indulgence is adding a creamy twist to the traditional flavors,” said Cold Stone Creamery's Sr. Tastemaster, Ray Karam. “The Fudge Brownie Batter ice cream novelties are a great way to sweeten up holiday gatherings.”

As if Cold Stone was not offering enough treats for holiday entertaining, the indulgent brand will boast an assortment of other mouthwatering ice cream delights, including pies. This season's featured ice cream pies are **There's Chocolate on my Peanut Butter Pie**, Chocolate ice cream with Reese's® Peanut Butter Cup™ and covered in fudge ganache, **Caramel Turtle Treat Pie**, Sweet Cream ice cream in a graham cracker crust and drizzled with caramel, and **Cookie Dough Pie**, Cake Batter ice cream with fudge and caramel and topped with creamy, white frosting. These pies will be available for only \$12.99 at Cold Stone Creamery stores nationwide through Dec. 29, 2009.

To join Cold Stone Creamery's fan page and to see an exclusive video from the Sr. Tastemaster on the new Fudge Brownie Batter ice cream, go to: <http://www.facebook.com/coldstonecreamery1>.

### **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 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 1,450 locations in 13 countries worldwide.

For more information about Cold Stone Creamery, visit the brand's Web site at [www.coldstonecreamery.com](http://www.coldstonecreamery.com). For more information about Kahala, visit the company's Web site at [www.kahalacorp.com](http://www.kahalacorp.com).

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