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## **COLD STONE CREAMERY INTRODUCES NEW COLLECTION OF INNOVATIVE ICE CREAM FLAVORS**

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*Ten new Cold Stone Creamery Flavors to be unveiled in 2010, beginning with OREO Creme Filling*

**SCOTTSDALE, Ariz.** – (April 7, 2010) – Known for introducing some of the world's most innovative ice cream flavors, Cold Stone Creamery ([www.coldstonecreamery.com](http://www.coldstonecreamery.com)) is celebrating 2010 with ten new ice cream flavors. The ten new flavors exhibit the gold standard of ice cream and have been appropriately named the **Gold Cone** collection; each flavor will be featured for a limited time in locations nationwide.

The [Gold Cone collection](#) affords Cold Stone lovers an opportunity to venture from the Signature Creations to new indulgent favorites. The first Gold Cone flavor, in stores starting April 7, is one of the most deliciously creative. The new **OREO® Creme Filling** ice cream will have [OREO® cookie](#) lovers buying in bulk. This ice cream evokes a similar taste as the crème filling in the nostalgic cookies yet with a frozen twist. Next in the line up of Gold Cone flavors and available throughout the month of May is **Strawberry Cheesecake**, combining the tanginess of strawberry and the creaminess of cheesecake. In June, an ultra rich, chocolate ice cream combined with smooth, savory peanut butter is introduced as Cold Stone Creamery's first ever **Chocolate Peanut Butter**.

"It has been an important part of my job to develop new and exciting flavors for Cold Stone Creamery and this year our dedication to innovation is being highlighted through the Gold Cone collection," said Ray Karam, Cold Stone Creamery Tastemaker. "By incorporating everyday treats like Oreo cookies and Strawberry Cheesecake, Cold Stone continues to transform the ice cream industry."

Each Gold Cone flavor will be accompanied by a Cold Stone original Creation™, and in some case a cupcake, ice cream cake, pie, shake and/or smoothie. Cold Stone's OREO® Creme Filling flavor is also featured as an ice cream sandwich, named **Double Stuf OREO®** after the classic Oreo cookies. With the OREO® Creme Filling ice cream nestled between two large OREO® wafers, the Double Stuf OREO® ice cream sandwiches are a delicious addition to any home freezer. These ice cream sandwiches will be available in all stores nationwide as a four pack at a limited time price of \$8.99 from April 7 through June 30.

Following these three flavors, the Gold Cone collection will continue on throughout 2010 with seven more unique flavors – so scoop up these flavors while they last because they will be gone before you know it!

To become a fan of Cold Stone Creamery and learn more about upcoming flavors, visit [www.facebook.com/coldstonecreamery1](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 15 countries.

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