



FOR IMMEDIATE RELEASE

CONTACT:

Jessica Benedick

Cold Stone Creamery

480.362.4837

jbenedick@kahalamgmt.com

**COLD STONE CREAMERY LAUNCHES TWO FALL FLAVORS FOR GUESTS TO
COZY UP TO WITH NEW PUMPKIN CHEESECAKE & CREME BRULEE**

*Two New Creations and a Pumpkin Pie Cheesecake Ice Cream Pie
Available for a Limited Time*

Scottsdale, Ariz. – (September 7, 2016) Fall flavors made their debut in Cold Stone Creamery® (www.ColdStoneCreamery.com) locations today with the launch of Pumpkin Cheesecake Ice Cream, Creme Brulee Ice Cream and the Pumpkin Cheesecake Ice Cream Pie, ushering in the season and available for a limited time only.

Pumpkin Cheesecake Ice Cream is a delicious new twist on the trend of the pumpkin flavor that the U.S. has seen every fall in recent years, and can be mixed with HEATH® Bar, Caramel and Whipped Topping to create the new Harvest Pumpkin Cheesecake™ Creation™. Additionally, the brand's Creme Brulee Ice Cream is a *new* decadent fall flavor that pairs well with Blueberries, Strawberries and Caramel to create the Creme Berry Brulee™ Creation™.

“The pumpkin flavor has become such a popular seasonal flavor nationwide, but we wanted to take it to the next level,” said Kate Unger, senior vice president of Cold Stone Creamery. “Our new Pumpkin Cheesecake flavor takes our beloved premium ice cream and gives it an extra indulgent and flavorful boost. We look forward to our guests feeling the fall spirit even more so this season with this flavor and our new Creme Brulee Ice Cream. It’s an incredible and special time of year to spend with those we love and to share in indulgent and flavorful food together. We feel confident knowing these new flavors will help ring in the season doing just that.”

In addition to the two fall ice cream flavors, Pumpkin Cheesecake Ice Cream Pie is making its seasonal debut. This sharable dessert is perfect for any Thanksgiving gathering and is made with Pumpkin Cheesecake Ice Cream surrounded by a sweet Graham Cracker Pie Crust, topped with Cinnamon Frosting and drizzled with Caramel.

The fall Ice Cream flavors will be in stores from September 7 – November 24, 2016, and the Pumpkin Cheesecake Ice Cream Pie will be in stores and online (www.ColdStoneCakes.com) from November 3 – November 24, 2016.

- **Promotional Creations™:**

- Harvest Pumpkin Cheesecake™ – Pumpkin Cheesecake Ice Cream mixed with HEATH® Bar, Caramel and Whipped Topping
- Creme Berry Brulee™ – Creme Brulee Ice Cream mixed with Blueberries, Strawberries and Caramel
- **Promotional Pie:**
 - Pumpkin Cheesecake Ice Cream Pie – Pumpkin Cheesecake Ice Cream in a Graham Cracker Pie Crust, topped with Cinnamon Frosting and drizzled with Caramel

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, Arizona, Cold Stone Creamery is owned by parent company Kahala Brands™, one of the fastest growing franchising companies in the world, with a portfolio of 18 quick-service restaurant concepts. The Cold Stone Creamery brand operates approximately 1,500 locations in over 27 countries.

For more information about Cold Stone Creamery, visit www.ColdStoneCreamery.com.

For more information about Kahala Brands, visit www.KahalaBrands.com.