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CONTACT:

Jessica Benedick

Cold Stone Creamery

480.362.4837

jbenedick@kahalamgmt.com

COLD STONE CREAMERY ENTERS THE CHILEAN MARKET WITH A GRAB AND GO LINE

Cold Stone Creamery Launches at Select Locations Throughout Chile

SCOTTSDALE, Ariz. – (February 9, 2017) Cold Stone Creamery® (www.ColdStoneCreamery.com) has partnered with a Master Licensee in Chile launching a line of Grab and Go products now available at select locations throughout the country.

This is an important first step for the iconic ice cream brand, owned by parent company Kahala Brands™, as it introduces The Ultimate Ice Cream Experience® to the Chilean people through a collaboration with PJ Chile SpA, owned by Drake QSR.

Drake QSR is one of the fastest-growing, most successful franchise businesses, with more than 50 units throughout Chile.

“We’re excited for Chilean consumers to try new and better ice cream experiences through the launch of our product as a convenient Grab and Go item,” said Eddy Jimenez, senior vice president of international operations and development at Kahala Brands. “This collaboration with PJ Chile SpA allows customers their first opportunity to experience the Cold Stone Creamery brand in Chile.”

The company hopes to generate buzz through this Grab and Go item; and provide momentum for expanding the Cold Stone Creamery brand in Chile. It plans to differentiate itself from others in the Chilean market based on the premium quality of its product.

“Cold Stone Creamery offers a premium quality product by serving the *best* ice cream, made using the *best* ingredients, delivered through a unique experience, which provides a high value proposition,” said Jimenez. “As the brand makes its entry into Chile, we see great opportunity for the brand to expand beyond Grab and Go and offer the Ultimate Ice Cream Experience to consumers.”

Cold Stone Creamery has continued to make strong key moves into the international market in recent years. The international growth of Cold Stone Creamery began in November 2005 when the first international store opened in Tokyo, Japan. Today, stores are operating in over 300

international locations and in 28 countries abroad, including the Philippines, Kuwait, Qatar, Trinidad, Nigeria, Egypt, India and Indonesia.

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 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 28 countries.

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

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

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