



FOR IMMEDIATE RELEASE

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COLD STONE CREAMERY OFFERS MORE TO LOVE THIS VALENTINE'S DAY

Chocolate Lovers Will Delight in the Return of Fudge Truffle Ice Cream, Available for a Limited Time Only

Scottsdale, Ariz. – (January 4, 2017) Cold Stone Creamery® (www.ColdStoneCreamery.com) is bringing back more of what customers LOVE with the return of its popular Fudge Truffle Ice Cream, in stores January 4 through February 28, just in time for Valentine's Day.

The rich and decadent Fudge Truffle Ice Cream is the way to any chocolate lover's heart. Made fresh in store in small batches, this creamy treat is a sweet way to share the love and also comes in a delicious Creation™. The Falling in Chocolate™ Creation is made with Fudge Truffle Ice Cream, Brownie, Fudge and Whipped Topping.

“With the season of love upon us, we find a fantastic way to show affection towards that special someone is by treating them to our creamy and decadently rich Fudge Truffle Ice Cream,” said Kate Unger, senior vice president of marketing for Cold Stone Creamery. “This flavor profile is a chocolate lover's dream and we very much enjoy bringing this frequently-requested flavor out at a time of year when we know so many are looking for that perfectly rich chocolate treat. We also can't help but think the return of this fabulous flavor is a pretty *sweet* way to kick off the New Year!”

For even more chocolate delight, guests can also enjoy the heart-shaped, Fudge Truffle Decadence™ cake. With moist layers of Red Velvet Cake, Sweet Cream Ice Cream with Chocolate Shavings and Fudge Truffle Ice Cream with Chocolate Shavings wrapped in rich Fudge Ganache; it's the perfect way to show someone how much they're loved.

Additionally, the Fudge Truffle Frappe is back for a limited time only. This chocolate treat is an ice blended coffee drink with Dark Cocoa, Fudge and Whipped Topping and is sure to be the perfect pick-me-up!

The Cold Stone Creamery Falling in Chocolate Creation™ and Fudge Truffle Frappe will be in stores from January 4 – February 28, 2017. The Fudge Truffle Decadence™ cake ends February 14, 2017.

- Promotional Creation™ :
 - **Falling in Chocolate™** – Fudge Truffle Ice Cream with Brownie, Fudge and Whipped Topping
- Promotional Cake:
 - **Fudge Truffle Decadence™** – Layers of moist Red Velvet Cake, Sweet Cream Ice Cream with Chocolate Shavings and Fudge Truffle Ice Cream with Chocolate Shavings wrapped in rich Fudge Ganache
- Promotional Frappe:
 - **Fudge Truffle** – Creamy, ice blended coffee drink with Dark Cocoa, Fudge and Whipped Topping

Cold Stone Creamery gift cards make the perfect Valentine's gift for friends, neighbors, teachers, and that special someone. Gift cards can be purchased in store or online at www.ColdStoneCreamery.com/giftcardsretail.

Cold Stone cakes, including the Fudge Truffle Decadence™ cake are also available in stores, or can be ordered online at www.ColdStoneCakes.com.

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 28 countries.

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

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

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