



FOR IMMEDIATE RELEASE

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LOVE IS IN THE AIR WITH COLD STONE CREAMERY'S FUDGE TRUFFLE ICE CREAM

Fall in Love with Three Chocolate Indulgences for a Limited Time Only

SCOTTSDALE, Ariz. – (Jan. 10, 2018) Cold Stone Creamery® (www.ColdStoneCreamery.com) is celebrating all there is to *love* with the *Fudge Truffle Love Promotion*, featuring the return of its popular Fudge Truffle Ice Cream, in stores January 10 through February 27, just in time for Valentine's Day.

Made fresh in stores in small batches, the rich and decadent Fudge Truffle Ice Cream is the perfect way to show your affection. Kick off the season of love and treat your special someone to the Falling in Chocolate™ Creation™ made with Fudge Truffle Ice Cream, Brownie, Fudge and Whipped Topping.

“There's no better reason to indulge than our creamy and decadent fan-favorite Fudge Truffle Ice Cream, perfectly featured in a sweet Creation, heart-shaped cake, and frappe,” said Kate Unger, senior vice president of marketing for Cold Stone Creamery. “The *Fudge Truffle Love Promotion* gives guests three delicious ways to fall in love this Valentine's Day season and we know they'll be falling head over heels for each one.”

For the perfect way to share a piece of your heart, bring your loved ones a 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 ultimate way to celebrate your love.

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

The Cold Stone Creamery Falling in Chocolate Creation and Fudge Truffle Frappe will be in stores from January 10 – February 27, 2018. The Fudge Truffle Decadence cake ends February 14, 2018.

- 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

Are you eager to share the love? Cold Stone Creamery gift cards make the perfect Valentine's gift for everyone who holds a piece of your heart. Gift cards can be purchased in store or online at www.ColdStoneCreamery.com/giftcardsretail.

For your slice of decadence, all Cold Stone® cakes, including the Fudge Truffle Decadence cake, are 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 22 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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