



**Carvel Corporation Builds World's Largest Ice Cream Cake
in Celebration of 70th Birthday!**

Continuing in Carvel's Long Tradition of Innovation

NEW YORK, NY (MAY 25) – Carvel Corporation, the nation's first retail ice cream franchise, built the world's largest ice cream cake today, breaking the world's previous record, according to Keely Hopkins, official representation of The Guinness Book of World Records™. Weighing in at 12,096 pounds, the cake took 75 minutes and 54 people to build and assemble. It was 19 ft long, nine ft wide, and two feet high. For this engineering feat, Carvel created ice cream sheet cakes at a temperature of minus 120 degrees, and maintained in a freezer truck at minus 20 degrees. A trial run was held in Jessup, Maryland two weeks ago to ensure success.

Memorial Weekend 1934, Carvel was founded by Greek immigrant Tom Carvel when his vending truck broke down in Hartsdale, NY, and his ice cream started to melt. The popularity of the "soft" ice cream led him to develop manufacturing equipment, processes, and marketing tools that ultimately created "America's Freshest Ice Cream", and coined him the father of franchising. Carvel has over 300 patents, and was the first company to offer dietary ice cream. They now have a full line of low fat and no sugar added treats including soft serve cups & cones, fresh-dipped cups & cones, 98% fat free classic sundaes, and Flying Saucer ice cream sandwiches.

Once the party ended, ice cream and brownies were donated to City Harvest, an organization that is devoted to feeding the hungry and homeless, and distributes 45,000 pounds of food daily to a network of more than 800 emergency food programs throughout NYC.

To celebrate its 70th birthday, Carvel is hosting a birthday bash at all participating Carvel locations from May 17th – June 27th, featuring a new Birthday Mix specialty sundae and the rebirth of the Deluxe Sundae Dinner cake. A special Memorial Day weekend celebration will feature \$.70 soft serve cones as well as several "Buy One Get One" promotions.

In the midst of a rapid nationwide expansion to reach 1,000 locations within the next three years, Carvel has become a true American icon. Carvel's delicious products highlighted Kelly Ripa's baby shower; fulfilled a birthday wish on The Sopranos; sparked true love when Homer Simpson presented his wife Marge with a "Whale of a Wife" cake; and even inspired a Beastie Boys song called Cookie Puss. In addition, Yankee Stadium's George Steinbrenner keeps a freezer full of Carvel, and Tom Carvel even set up an "all you can eat" account for Jackie Gleason of "Honeymooners" fame to get free ice cream, and for his golfing buddy Bob Hope to get birthday cakes.

About Carvel

Founded in 1934, Carvel has become one of the best loved and most recognized names in its industry. The 70-year old company is the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes, as well as a leading provider of premium soft serve and hand dipped ice cream products. Based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT, Carvel currently operates more than 460 franchised and food service locations, and sells its famous ice cream cakes and novelty products through over 6,300 supermarket outlets.

Go to www.carvel.com to download high resolution photos of the celebration. For more information, please contact Susan Yecies at 212-727-1239.

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