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Carvel Ice Cream Hand Dips 13 New “Made Fresh” Flavors

-- Well-loved ice cream franchisor also adds fresh baked waffle program to already extensive product line --

Atlanta, GA (June 11) –Carvel Corporation, the nation’s first retail ice cream franchise, has been an industry innovator for 70 years with its wide variety of over 200 products made fresh daily in stores. As part of Carvel’s creative strategy to feature a wide variety of freshly made products that showcase the nostalgia and playfulness of the historic brand, the newest additions include 13 new hand dipped ice cream flavors, as well as fresh baked, hand dipped waffle cones and bowls. New flavors include:

- Turtle
- Triple Chocolate Brownie
- Cake Mix
- Perfectly Peachy
- Tropical Delight
- Tiramisu
- Toffee Latte
- Crazy Cotton Candy
- Berry Blue Raspberry
- Bubble Trouble
- Peanut Butter and Jelly
- Mother Earth
- Lollipop

The new hand dipped flavors and waffle program were developed through the combined efforts of Carvel and its CFAC (Carvel Franchise Advisory Council). The delicious results are part of the company’s overall brand revitalization efforts that recently included a dynamic new store prototype, and have resulted in record franchise sales to date. In fact, since January 1st, the company granted 87 new franchise licenses and opened 27 new locations.

About Carvel

The nation’s first retail ice cream franchise, 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. Carvel currently operates more than 460 franchised and food service locations and sells its famous ice cream cakes through over 6,900 supermarket outlets. The Company is based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT.

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