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Say Cheese! Carvel Adds Cheesecake Ice Cream to the Mix

- Guests can enjoy Carvel's newest flavor in a cake, cup, cone and more -

ATLANTA, Ga. (October 13, 2009) – Just when it seems Carvel ice cream can't get any richer or creamier, it introduces ever-so-decadent cheesecake ice cream. The flavorful, high-quality ice cream even has a cheesecake-like texture and is currently being featured in the following products:

Hand-dipped Cheesecake Ice Cream – served in any cup or cone and can be paired with a wide variety of syrups and toppings. Carvel Ice Cream is made fresh in-house daily.

Vanilla & Black Cherry Cheesecake Ice Cream Cake – features cheesecake ice cream covered in vanilla crunch and topped with Bordeaux cherries. This 32 ounce cake serves six to eight people.

Chocolate Cheesecake Ice Cream Cake – includes cheesecake ice cream covered in chocolate cookies and cream crunch and topped with white whip. This 32 ounce cake serves six to eight people.

Strawberry Cheesecake Sundae Dasher – combines cheesecake ice cream, strawberries, pound cake and whipped cream parfait style in a convenient to-go cup ideal for take-out. Sundae Dashers come in three sizes: small, regular and large.

“We are very proud of our character and holiday cakes that are popular amongst a broad spectrum of our target audience,” explains Lori Peterson, vice president of marketing. “The cheesecake ice cream cakes, however, are aimed at our adult audience seeking a more sophisticated dessert option for any celebration or occasion. We're excited to offer our guests a wide variety of the cakes they love. After all, it's not a party without a Carvel Ice Cream cake.”

About Carvel Ice Cream

The United States' first retail ice cream franchise, [Carvel Ice Cream](#) has become one of the best-loved and most recognized names in its industry. The company is a leading provider of premium soft serve and hand dipped ice cream products, as well as the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes. Carvel currently operates over 500 franchised and food service locations, and sells its famous ice cream cakes in over 10,000 supermarket outlets. Atlanta based Carvel is a part of [FOCUS Brands, Inc.](#), the franchisor of [Carvel® Ice Cream](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#), and of Seattle's Best Coffee® on military bases and in certain international markets.

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