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Carvel Ice Cream Launches Enhanced New Website

-- Fast growing ice cream franchisor introduces more user friendly and comprehensive Internet presence --

Atlanta, GA (February 23) – Carvel Corporation, the nation’s first retail ice cream franchise, announces its newly designed website www.carvel.com. To support the intense consumer loyalty of the 70-year-old brand, the redesigned site provides news and information of interest for the Carvel customer, potential employee or franchisee, and the ice cream lover in general – everything from founder Tom Carvel’s infamous voice and a spinning cake carousel to a 360° video of our new store prototype. Users will find delicious details on Carvel’s wide variety of premium ice cream treats, eclectic history, and ways to join one of America’s fastest growing organizations. Finally, the new website features a store locator, nationwide delivery service, and a comprehensive newsroom.

The website also includes extensive information on how to purchase a Carvel franchise, and interested parties can even fill out Carvel’s Request for Consideration form online.

In the next few months, users will see enhanced features including games, activities and special clubs for kids and kids-at-heart.

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 6,300 supermarkets outlets. The Company is based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT.

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