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Oreo Lil' Rounders Make Their Debut on the Carvel Menu

- Oreos and Carvel soft serve are a match made in heaven -

ATLANTA, Ga. (August 10, 2009) – Last fall Carvel Ice Cream introduced a line of miniature novelties called Lil' Rounders™ sold in packs of twelve. The latest addition to this new line is now making its grand entrance combining two distinct and admired American flavors: Oreos® and Carvel's premium soft serve ice cream.

Carvel's new Oreo Lil' Rounders are made with rich, creamy vanilla soft serve ice cream sandwiched between two Oreo wafers and sold in packs of 18.

"Lil' Rounders have quickly become a great option for Carvel customers seeking a take home treat in a smaller portion size," explains Lori Peterson, vice president of marketing for Carvel Ice Cream. "The distinct Oreo flavor is a nice addition and with 18 in a pack, guests can treat a larger group or save them in their freezer at home for a midnight snack."

Carvel's Oreo Lil' Rounders join signature novelty items like Chipsters®, Brown Bonnets®, Flying Saucers®, Ice Cream Cupcakes, Olde Fashion Sundaes and most recently Lil' Rounders.

"We have found that offering a variety not only in terms of flavor, but also in terms of portion size and quantity is noticed and appreciated by our guests," says Peterson. "Ultimately, we want to be 'the' destination for all things ice cream: cakes, hand dipped, soft serve, frozen beverages, take home treats and everything in between."

While the product is not a limited time offer, the introductory price is. Only on September 24 as part of Customer Appreciation Day, Oreo Lil' Rounder 18 packs can be purchased at any participating Carvel location for \$9.99.

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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