



FOR IMMEDIATE RELEASE
June 23, 2008

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Graeter's Brings Mini Scoops Back for National Ice Cream Month!!

It's that time of year again! Not only does July mean fireworks and Saturdays at the pool, but it's also officially National Ice Cream Month, a legitimate excuse to enjoy creamy, cold ice cream every week! Cincinnatians should prepare to have their taste buds tantalized, as Cincinnati Graeter's locations celebrate National Ice Cream Month with once-a-year contests and offers.

Last year, Graeter's introduced mini-scoops for the first time; this year, customers can "MiniMine" again, twofold. During the entire month of July, Cincinnati Graeter's customers will be able to enjoy double mini scoops of three favorite flavors for only \$3.95. Scoops are served in a mini-tray that holds each double scoop cone. Other offers this year include:

- On Thursday nights during July, John Morrell's Love Van will make appearances at various Graeter's locations to grill up hot and juicy Bistro Naturals sausages.
- A dozen sugar or four waffle cones free, with the purchase of four pints of the irresistible ice cream.
- A free jar of family-recipe bittersweet topping, when a travel pack of six delicious pints (packed with dry ice) is purchased.

Also available this summer are Graeter's new, irresistible Smoothies. These cool treats come in three creamy blends: Fruit Coolers, Coffee Smoothies with Ice Cream, and Smoothies with Yogurt; and each of these blends can be ordered in a variety of flavors. Fruit Coolers are available in Raspberry Lemonade, Lemon Berry Cooler, and Banana Fruit Cooler. For those wishing to try Coffee Smoothies with

Ice Cream, there is French Vanilla Cream, Caramel Cream, Vanilla Hazelnut Cream, and Chocolate Mocha Cream. Smoothies with Yogurt include Strawberry Yogurt and Pineapple Yogurt. Customers can try one of these nine new flavors or a special seasonal flavor for only \$4.50.

During July, Graeter's will hold its annual coloring contest. Coloring sheets can be turned into any Cincinnati Graeter's location for a free single dip cone and one winner will be chosen from each Graeter's location.

Those whose coloring skills are not up to par can still see how the famous ice cream is made. "Modern Marvels," on the History Channel, will air the premiere of its ice cream episode on June 23, featuring the Graeter's factory and the traditional way the ice cream is made. Other airings of this ice cream episode will occur throughout the summer. Check www.history.com for listings and times.

About Graeter's

Graeter's is a Cincinnati brand icon, with national prestige, that has become synonymous with indulgent taste experiences since 1870. Known nationally for its famous French Pot ice cream, Graeter's is one of the oldest continuously family-owned ice cream makers in the country. The founder's great grandsons still faithfully use the finest quality ingredients, trusted recipes and original methods of production in the Cincinnati manufacturing facility. In addition to ice cream, Graeter's product offering includes an extensive line of candy and bakery products sold throughout 14 stores in Cincinnati. Graeter's also has 30 regional franchise stores in Columbus, Dayton, Northern Kentucky, Louisville and Lexington. To learn more about Graeter's, go to www.graeters.com.

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