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Celebration Foods Celebrates One Year Anniversary of Plant's Opening

– An All American Favorite has found its home in New Britain–

New Britain, CT (March 9, 2009) – Celebration Foods LLC, manufacturer and distributor of leading high quality frozen desserts including, Carvel[®], the original all ice cream cake, celebrated its one year anniversary in its new single-source 135,000 sq ft production facility on Myrtle Street on Friday March 6. The company celebrated this momentous occasion with a special luncheon for all plant employees featuring cuisine from Moe's Southwest Grill.

Since the plant first began operating last February, 5.5 million ice cream cakes have shipped from Celebration Foods to the 10,000 supermarkets, club stores and super centers across the nation where they are sold annually. The company offers the broadest selection of ice cream cakes in its category; producing 43 different variations including M&M'S[®], SNICKERS[®], and Cinnabon[™] ice cream desserts.

“Our business is thriving” said President Tim Shanley. “We are able to continue to provide new employment opportunities to the surrounding community which is something we are very proud of.” Celebration Foods has provided employment for over 300 members of the New Britain community, 200 of which are city residents. The company offers a dynamic training program, competitive benefits package, and opportunities across 3 shifts. When you join Celebration Foods, you become a member of a growing team of people dedicated to creating fun and delicious products for families to enjoy!

About Celebration Foods[®] LLC

Celebration Foods LLC is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel ice cream cakes and desserts. Headquartered in New Britain, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% market share and distribution now reaching over 49 states in close to 10,000 leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit www.celebrationfoods.com.

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. Atlanta based Carvel currently operates over 500 franchised and food service locations.

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