

***FOR IMMEDIATE RELEASE***

**Contact:** Megan Lukens  
Celebration Foods  
860.258.0201  
mlukens@celebrationfoods.com  
www.celebrationfoods.com

**Carvel Ice Cream Cakes Now Available at Redner's Warehouse Markets**

*-- Purchasing America's creamy and crunchy ice cream cake is more convenient than ever --*

**Rocky Hill, CT (March 18, 2008)** – Eastern Pennsylvania, New York, and Maryland are in for a treat! When customers of Redner's Warehouse Markets walk through the bakery section, they will now be greeted by the famous Carvel logo. Celebration Foods, manufacturer and distributor of leading high quality frozen desserts, announced today a partnership with Redner's Warehouse Markets to carry the Carvel® brand's famous ice cream cakes, Flying Saucer® Ice Cream Sandwiches, and Slice'mmms® ice cream rolls in over 39 Eastern Pennsylvania, New York, and Maryland locations. An industry first, Carvel ice cream cakes are known for their layers of premium vanilla and chocolate ice cream, tasty chocolate crunchies and creamy whipped frosting.

"Eastern Pennsylvania, New York, and Maryland are the perfect melting pot for people that know and love the Carvel brand, as well as people that are just being introduced to our delicious, high quality ice cream," said President Tim Shanley. "We are excited about sharing this product with Redner's Warehouse Markets, and look forward to becoming a part of their shoppers' everyday celebrations."

"Redner's is proud to include Carvel's delicious ice cream products," said Tim Kristie, Director of Bakery Operations at Redner's Warehouse Markets. "We strive to provide the best products for our customers, and Carvel offers only the highest quality desserts. We look forward to seeing our customers smile when they see the name Carvel."

Redner's Warehouse Markets locations will offer:

- **Lil' Love:** 29 fl. oz. cake is the perfect family dessert for any day of the week. Created with layers of premium Carvel vanilla and chocolate ice cream, chocolate crunchies and creamy whipped frosting; serves 4 to 6.
- **Celebration:** 60 fl. oz. to 106 fl. oz. round and sheet cakes to celebrate any special occasion. These desserts are also hand made with delicious layers of Carvel vanilla and chocolate ice cream, chocolate crunchies and creamy whipped frosting; serves 10 to 26.
- **Holiday:** 26 fl. oz. to 48 fl. oz. cakes to make your next holiday an extra festive occasion. From pumpkins to turkeys to snowmen to the Easter Bunny, these uniquely shaped cakes also include layers of premium Carvel vanilla and chocolate ice cream, chocolate crunchies and creamy whipped frosting; serves 8 to 12.
- **Love and Laughter:** 32 fl. oz. cakes to make an occasion a little extra special. These cakes feature distinctly irresistible flavors such as Sinfully Chocolate, Cookies n' Cream, and Strawberries n' Cream; serves 6 to 8.

- Flying Saucers: 4 fl. oz. round ice cream sandwich, which have a round chocolate top and bottom with vanilla ice cream in between.
- Slice'mmms: 32 fl. oz rolls to make any day a little special. These rolls feature a variety of flavors such as Traditional, Cinnabon<sup>®</sup>, and Strawberry Shortcake.

### **About Celebration Foods<sup>®</sup>**

Celebration Foods, a division of FOCUS Brands, Inc., is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel ice cream cakes and desserts. Headquartered in Rocky Hill, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% share and distribution now reaching over 43 states in leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

### **About Carvel<sup>®</sup> Corporation**

The United States' first retail ice cream franchise, Carvel<sup>®</sup> Corporation has become one of the best-loved and most recognized names in its industry. The 74-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 approximately 570 franchised and food service locations, and sells its famous ice cream cakes in over 8,500 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in Rocky Hill, Conn.

### **About Redner's Warehouse Markets**

Redner's Markets, Inc., an employee owned company, currently operates 39 Warehouse Markets and 12 Quick Shoppes throughout Eastern Pennsylvania, New York and Maryland. Redner's is committed to supporting the community in which each Warehouse Market and Quick Shoppe is located through a variety of supportive partnerships and enrichment programs. Redner's continually strives to provide the lowest prices, freshest product and the outstanding service our customers have come to expect for 38 years. For further information, please visit the company's web site at [www.rednersmarkets.com](http://www.rednersmarkets.com).

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