



FOR IMMEDIATE RELEASE

Contact: Tricia Coghlan
tcoghlan@fkmagency.com
713-867-3292

Lauren Lindauer
llindauer@fkmagency.com

GRAETER'S ICE CREAM SCOOPS UP BUTTERMILK PIKE AND GRAND AVE LOCATIONS

CINCINNATI, OHIO (April 4, 2011) - The Graeter family is excited to announce that they are bringing Graeter's Ice Cream back to Northern Kentucky, Summer 2011. The company has signed leases for two of the locations operated by its former franchisee. The first location to reopen will be the retail store at 301 Buttermilk Pike in Fort Mitchell/Lakeside Park, Kentucky. This was the first Graeter's store to open in Kentucky, so it is fitting that it will be the first to reopen. The Grand Avenue store in Newport/Ft. Thomas, Kentucky, will soon follow.

Both stores will now be under Graeter's ownership and will be completely renovated. For the first time in over a decade, both stores will also feature Graeter's full line of bakery and candy products. The Graeter family is thrilled to be back in the community with two new stores that will live up to the heritage of the brand. "Our loyal Kentucky customers deserve no less," said Richard Graeter, a Kentucky resident himself for part of the year.

The fourth-generation family-owned Graeter's Ice Cream has been a Cincinnati institution for over 140 years. Made with high-quality, all natural ingredients like heavy cream and pure cane sugar, the iconic brand remains true to its traditional French Pot process, making the world's finest ice cream just two gallons at a time. It's the only way to achieve the irresistible creaminess that is Graeter's. www.graeters.com

###