



**FOR IMMEDIATE RELEASE**

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## **GRAETER'S DEERFIELD LOCATION OPEN**

*1<sup>st</sup> Retail Outlet Outside I-275 Featuring Full Product Line*

**CINCINNATI, OH – September 20, 2006–** Graeter's, today officially opened its newest location at Deerfield Crossing, an office building and hotel complex at 5076 Natorp Blvd. in Deerfield Township, Ohio. The location represents Graeter's first from-the-ground-up retail store in over two decades. The new 3,500 square foot location is significantly larger than the typical Graeter's retail outlet. "This is the first comprehensive realization of our new brand experience, as well as our first store with bakery, candy AND ice cream beyond the I-275 loop" said Richard Graeter, Executive Vice President of Graeter's.

The store was officially opened today with three generations of the Graeter family present. To show its commitment and support to the local community, Graeter's donated \$ 1,000. to the Volunteer Friends for the Mason Public Library.

World-renowned architect & designer Bruce Robinson, who has developed the brand experiences for themed entertainment venues like Hard Rock Café and House of Blues in Chicago, in partnership with PFB Architects and HGC Construction, spearheaded the design of the new Graeter's Deerfield Township location.

Graeter's Deerfield is now open Monday through Saturday, 7:00 a.m. to 10:45 p.m. and Sunday, 9:00 a.m. to 10:45 p.m.

### **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 grandchildren and great grandsons still faithfully use the finest quality ingredients, trusted recipes and methods of production in the Cincinnati plant. Graeter's has 12 stores in Cincinnati and 24 regional franchise stores in Columbus, Dayton, Northern Kentucky, Louisville and Lexington. To learn more about Graeter's, go to [www.graeters.com](http://www.graeters.com).

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