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**THE CURIOUS CREAMERY™ INVITES YOU TO UNLEASH YOUR  
DESSERT INHIBITIONS THIS SUMMER**

***Create Unique Flavor Combinations at Home with New Ice Cream Mix and Ice Cream  
Cake Mix, No Ice Cream Machine Required***

LOS ANGELES, June 2016 – Just in time for sweet summer cravings, the next evolution in make-it-yourself ice cream desserts is here. Shaking up the category, The Curious Creamery™ gives dessert lovers the freedom to create their own unique ice cream blends and ice cream cakes at home in any flavor combination of their choosing – without an ice cream machine.

**The Curious Creamery Ice Cream Mix - Be Bravely Curious, From Sweet to Savory**

The Curious Creamery recognizes that today's consumer wants more control over the choices they make, and that when it comes to ice cream, that one size does not fit all. For those not satisfied with the status-quo, making ice cream at home is now simpler than ever. Just combine one pack of The Curious Creamery Ice Cream base mix with any ice-cold liquid, such as water, milk, tea, or alcohol, and any choice of mix-ins for a completely unique experience. From traditional favorites to new and unexpected flavor pairings, The Curious Creamery Ice Cream Mix empowers consumers to unleash their inner creative genius:

- **Traditional Style:** for the tried-and-true favorites, pair milk with mix-ins like chocolate chips, peanut butter, crushed peppermint or marshmallows
- **Family Favorites:** surprise the family with a signature campfire treat by adding graham crackers, marshmallows and chocolate chips
- **Healthier Treats:** add coconut milk or fresh juices with a fresh fruit puree (pineapple or strawberries) for a better-for-you dessert
- **Adults Only:** mix a buttery California chardonnay with nutty brown butter; or a craft chili beer with chocolate bits
- **Sweet, Spicy & Savory:** partner stout coffee with a touch of chili and chocolate for an unexpected sweet surprise; or try a creamy garlic-honey blend or a smooth avocado blend for a cool artisan sensation

**Create A Delicious Premium Ice Cream Cake at Home and Save Money, Too**

Also new is The Curious Creamery Ice Cream Cake Mix, a simple and quick way to make a delicious and impressive frozen dessert perfect for any occasion, from birthday parties to special events. Simply combine one pack of the base mix with cream and sugar and an *ice-cold* liquid of choice in a large bowl, whisk and add in any mix-ins and flavors of choice before freezing. Experiment with different molds to create fun desserts in a variety of shapes and sizes, from individual frozen desserts to specialty and fanciful forms. Go classic with a traditional vanilla ice cream cake, experiment with candy decorations, or stack colored layers of ice cream for a rainbow cake surprise. The choice is yours! Making your own ice cream cake can save you money, too – most store-bought cakes retail at \$25 (about \$2.25 a serving) and up while one carton of The Curious Creamery, offering two base mix packs, yields 1 gallon of ice cream for about 50 cents a serving. The Curious Creamery Ice Cream Cake is available in three delicious options: Classic Vanilla, German Chocolate, and Sweet Cream.

Find The Curious Creamery™ Ice Cream Mix now in the specialty food section of all 158 BevMo locations throughout California, Arizona, and Washington, in select Kroger locations and on Amazon. The Curious Creamery™ Ice Cream Cake Mix launches at Walmart stores, nationwide, on July 1.

**About The Curious Creamery™**

The Curious Creamery lets dessert lovers unleash their sweet inhibitions by creating ice cream flavors and varieties exactly the way they want – no ice cream machine required. Whether it's sinfully decadent taste or a better-for-you blend, The Curious Creamery Ice Cream Mix and Ice Cream Cake Mix give you the freedom to create a frozen dessert experience that's uniquely yours. Each offering comes with two packages of mix for up to half-gallon of frozen dessert. An environmentally responsible company, The Curious Creamery uses no artificial ingredients and never any added colors, flavors or additives in its products. For more information including recipe ideas and retail locations, visit us at [www.thecuriouscreamery.com](http://www.thecuriouscreamery.com) and follow us on Facebook, Twitter @CreameryCurious and Instagram @the curiouscreamery.

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*Editor Note: Product samples and photography are available upon request*