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Carvel Testing Expansion of Healthy Product Line with Carb-Diet Friendly Ice Cream

-- Innovative ice cream franchisor embraces latest dietary trend --

Atlanta, GA (February 16) – Carvel Corporation, the nation’s first retail ice cream franchise, is taking an active role in today’s obesity challenge by testing the expansion of a carb-diet friendly ice cream as part of its healthy product line that currently includes No Sugar Added and Non Fat ice creams. For the past 70 years, Carvel’s delicious premium soft serve and hand dipped ice cream products have been one of America’s favorite treats.

In an effort to respond to today’s diverse consumer demand, Carvel’s newest ice cream line will appeal to the estimated 20 million dieters currently taking a reduced carb approach. The new carb-diet friendly ice cream has the same great taste as Carvel’s premium ice cream. Each 4 fl oz serving has 22 total carbs, but only has 5 net carbs (after subtracting fiber and sugar alcohol) – the main reference for carb-diet friendly products. This new product is being tested in select East Coast franchise locations.

“Carvel is a 70 year old company known for its wide variety of product innovations,” said President and CEO Steve Romaniello. “This new carb-diet friendly ice cream will be a great addition for our loyal customers who have embraced this new dietary lifestyle.”

About Carvel

The nation’s first retail ice cream franchise, Carvel has become one of the best-loved and most recognized names in its industry. The 70-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 more than 460 franchised and food service locations and sells its famous ice cream cakes through over 6,300 supermarkets outlets. The Company is based in Atlanta, GA with its supermarket headquarters in Rocky Hill, CT.

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