



Mix It Up & Father's Day

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Promotion Dates

Mix It Up
May 27 – September 8, 2015

Father's Day
May 27 – June 21, 2015

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Promotion Overview

This summer, Cold Stone Creamery® will launch four exciting new mix-ins for customers to combine with our freshly made ice cream! We can't wait for ice cream lovers to try Salted Butterscotch, Nestlé® Drumstick® Pieces, Chocolate Covered Sea Salted Pretzels and Snickerdoodle Cookie Pieces. Customers can mix it up with our new Summer Creations™ or create their own delicious combination.

Additionally, Cold Stone® will celebrate Father's Day with the return of our Tall Dark & Delicious™ cake made just for Dad! He won't be able to resist the layers of moist Devil's Food Cake, Sweet Cream Ice Cream with Brownies & Chocolate Ice Cream with OREO® Cookies wrapped in fluffy White Frosting and cascading Fudge Ganache.

In-store POP, a national newspaper FSI, national email blasts, a MyLSM email template, social media exposure, search engine optimization, public relations and local store marketing efforts will support the promotion and build awareness.

Access **promotion information and resources** on KTEC Online under [Marketing / National Marketing / 2015 Window 3 Promotion](#).

MIX-INS
REQUIRED May 27 – September 8
Salted Butterscotch
Nestlé® Drumstick® Pieces
Chocolate Covered Sea Salted Pretzels
Snickerdoodle Cookie Pieces

CREATIONS™
REQUIRED May 27 – June 21
Salted Butterscotch Brownie™
Cake Batter™ Drumstick® Delight
Goey Chocolate Pretzel™
Snickerdoodle Shortcake™
Peanut Butter Pretzel™

FATHER'S DAY
REQUIRED May 27 – June 21
Tall, Dark & Delicious™



Promotion Resources

To access promotion resources, visit <http://ktec.kahalamgmt.com> and select the Cold Stone Creamery® brand. Enter your name, store number and password **training1** to log in. Promotion resources can be found under [Marketing / National Marketing / 2015 Window 3 Promotion](#).

Promotion Prep

- **Receive all required products.** Receive Salted Butterscotch, Nestlé® Drumstick® Pieces, Chocolate Covered Sea Salted Pretzels and Snickerdoodle Cookie Pieces from your distributor as an auto-shipment prior to the promotion.
- **Ensure proper crew training on all new products.** Review new mix-ins with crew members. Allow crew members to sample the new mix-ins and review the new Creations™ to ensure recipe knowledge.
- **Make Tall, Dark & Delicious™ cakes.** The cake is required to be stocked in all stores through Father's Day on June 21, 2015.
- **Ensure your cake display is full.** We will be promoting our Tall, Dark & Delicious cake on in-store POP, email blasts and in a national newspaper FSI. Stock plenty of Tall, Dark & Delicious cakes to ensure availability for customers. With the increase of cake sales for the Father's Day holiday, it is as important as ever to keep your cake display full and clean.
- **Stock new mix-ins.** Review the information on page 4 of this guide and stock new mix-ins accordingly.
- **Display all POP materials in your store.** Review the marketing information included in this guide and post the POP materials in your store as indicated.
- **Engage customers at the store – “Stone Talk”.** Talk about our new mix-ins and Creations with customers. Encourage customers to celebrate Father's Day with a Tall, Dark & Delicious cake from Cold Stone Creamery®.
- **Review online cake ordering procedures.** Be sure to check for online orders regularly throughout the day. Father's Day is a traditionally higher volume cake holiday so we expect an increase in online cake orders as well. As a reminder, Tall, Dark & Delicious will be added to both the “Signature Cakes” and “Ready for Pick Up Now” categories on ColdStoneCakes.com, so this cake must be available in both small and large round sizes at all times during the promotional period.
- **Promote cakes through local store marketing efforts.** Send an email blast using MyLSM to promote our cakes for Father's Day.

Important Dates

Review the dates below; take necessary actions and schedule accordingly.

May 5	POP Kit ships	Upon receipt, open and check contents and put materials in a safe place
prior to May 27	Prepare for promotion	Review promotion details with crew members and give Crew Quiz; stock new mix-ins and make Tall, Dark & Delicious™ cakes
May 27	Mix It Up & Father's Day promotion begins	Display all POP materials
May 27	Tall, Dark & Delicious cake is automatically added to Online Ordering and Ready for Pick Up Now for every store	Log in to the OLO Dashboard to update the price to reflect your store's correct pricing (see additional information on page 3)
June 14	National Newspaper FSI drops	Ensure crew members are aware of offers and proper ringing instructions; ensure adequate stock of Tall, Dark & Delicious cakes; ensure register is programmed with price point of \$7.49 for 6-pack Sweet Cream Bars
June 21	Father's Day	Remove Father's Day POP materials at end of day
July 4	4 th of July	National holiday; review sales for previous years and staff accordingly
July 19*	National Ice Cream Day – email blast with BOGO offer will be sent to My Cold Stone Club™ members	Ensure crew members are aware of the email blast and proper ringing instructions
September 8	Promotion ends	Remove all POP materials at end of day



Updating ColdStoneCakes.com

The Tall, Dark & Delicious™ cake will automatically be added to every store's menu on ColdStoneCakes.com on May 27, 2015. It will be added to the Signature Cakes page as well as the Ready for Pick Up Now page. The promotional cake will be added at the national average price of \$22.99 for a Small Round and \$29.99 for a Large Round. Each store must log in to their OLO Dashboard to edit the price to reflect the store's correct pricing. It is recommended to perform this task early morning on May 27, as the product will be live for customers to order at the national average price. If a store does not update the price on their OLO dashboard, customers will be able to purchase the cake at the national average pricing.

Purchasing & Distribution

Required Items & Auto-shipments

The following items are required for this promotion. **All stores will receive an auto-shipment with the standard auto-ship quantity of each item** unless a different quantity was requested via the Window 3 and Father's Day Auto-Shipment Surveys. Stores that requested additional product on the surveys will receive their additional product with the initial auto-shipment.

REQUIRED 5/27—9/8/15								
Item	Pack Size	Yield	Shelf Life & Storage		Average Cost <i>varies by DC</i>	Re-order Information	Kosher?	Standard Auto-ship Quantity
			<i>unopened</i>	<i>open</i>				
SALTED BUTTERSCOTCH	6 / 3.5 lbs	672 mix-in portions	12 months refrigerated	varies by climate; check for freshness	\$83.12	limited re-orders available from your distribution center	no	4
NESTLE® DRUMSTICK® PIECES	20 lbs	700 mix-in portions	9 months refrigerated	9 months refrigerated	\$96.09	not available for re-order	yes	1
CHOCOLATE COVERED SEA SALTED PRETZELS	10 lbs	282 mix-in portions	12 months frozen	12 months frozen	\$39.18	not available for re-order	yes	2
SNICKERDOODLE COOKIE PIECES	10 lbs	471 mix-in portions	12 months frozen	12 months frozen	\$39.43	not available for re-order	yes	1
COLD STONE CREAMERY® WHITE CHOCOLATE MEDALLIONS	315 ct	315 cakes	18 months refrigerated	18 months refrigerated	\$34.22	not available for re-order	yes	1
DOMINO TRIANGLES	272 ct	approx. 54 cakes	18 months refrigerated	18 months refrigerated	\$31.25	not available for re-order	yes	1

Product Re-orders

Limited quantities of Salted Butterscotch will be available as a special-order item from Sysco®/Sygma®. Re-orders of all other items will not be available.

Kosher Stores

The new Salted Butterscotch topping is not kosher and will not be auto-shipped to your stores. Kosher stores will need to purchase kosher Butterscotch topping locally and add one level white serving spoon of kosher salt to one cup of kosher Butterscotch topping.



Product Information

Storing New Mix-ins

- Salted Butterscotch and Nestlé® Drumstick® Pieces must be kept **refrigerated** upon receipt.
- Chocolate Covered Sea Salted Pretzels and Snickerdoodle Cookie Pieces must be kept **frozen** upon receipt.


Prepping New Mix-ins

- Fill squeeze bottles with Salted Butterscotch. Keep back-up inventory of squeeze bottles refrigerated until needed on the stone. Refrigerate all bottles of Salted Butterscotch each night.
- Fill display jars and mix-in bins with Nestlé® Drumstick®, Chocolate Covered Sea Salted Pretzels and Snickerdoodle Cookie Pieces. Place in line with other mix-in bins at the stone at room-temperature.


Creations™

The Creations™ featured during this promotional period each contain at least one of our new mix-ins.


Creation™	Promoted 5/27 – 9/8	Salted Butterscotch Brownie™			
		Kids	Like It™	Love It™	Gotta Have It™
FRENCH VANILLA ICE CREAM		3 oz	5 oz	8 oz	12 oz
SALTED BUTTERSCOTCH		1 figure 8	1 figure 8	2 figure 8s	2 figure 8s
ROASTED ALMONDS		1 flat spoonful	1 flat spoonful	1 rounded spoonful	1 rounded spoonful
BROWNIE		1 piece	1 piece	1 piece	1 piece



Creation™	Promoted 5/27 – 9/8	Cake Batter™ Drumstick® Delight			
		Kids	Like It™	Love It™	Gotta Have It™
CAKE BATTER ICE CREAM®		3 oz	5 oz	8 oz	12 oz
SALTED BUTTERSCOTCH		1 figure 8	1 figure 8	2 figure 8s	2 figure 8s
NESTLÉ® DRUMSTICK® PIECES		1 flat spoonful	1 flat spoonful	1 rounded spoonful	1 rounded spoonful
COOKIE DOUGH		1 piece	1 piece	1 piece	1 piece



Creation™	Promoted 5/27 – 9/8	Snickerdoodle Shortcake™			
		Kids	Like It™	Love It™	Gotta Have It™
STRAWBERRY ICE CREAM		3 oz	5 oz	8 oz	12 oz
WHIPPED TOPPING		1 dollop	1 dollop	1 dollop	1 dollop
SNICKERDOODLE COOKIE PIECES		1 flat spoonful	1 flat spoonful	1 rounded spoonful	1 rounded spoonful
STRAWBERRIES		1 rounded drained spoonful	1 rounded drained spoonful	1 rounded drained spoonful	1 rounded drained spoonful





Product Information

Creations™ cont'd...

Creation™	Promoted 5/27 – 9/8	Peanut Butter Pretzel™			
		Kids	Like It™	Love It™	Gotta Have It™
SWEET CREAM ICE CREAM		3 oz	5 oz	8 oz	12 oz
FUDGE		1 figure 8	1 figure 8	2 figure 8s	2 figure 8s
REESE'S® PEANUT BUTTER CUPS		1 piece	1 piece	2 pieces	2 pieces
CHOCOLATE COVERED SEA SALTED PRETZELS		1 flat spoonful	1 flat spoonful	1 rounded spoonful	1 rounded spoonful



Creation™	Promoted 5/27 – 9/8	Goopy Chocolate Pretzel™			
		Kids	Like It™	Love It™	Gotta Have It™
CHOCOLATE ICE CREAM		3 oz	5 oz	8 oz	12 oz
CARAMEL		1 figure 8	1 figure 8	2 figure 8s	2 figure 8s
ROASTED ALMONDS		1 flat spoonful	1 flat spoonful	1 rounded spoonful	1 rounded spoonful
CHOCOLATE COVERED SEA SALTED PRETZELS		1 flat spoonful	1 flat spoonful	1 rounded spoonful	1 rounded spoonful



Father's Day Cake

Cake		Required 5/27 – 6/21	Tall, Dark & Delicious™			Shelf Life: 8 Weeks	
CAKE LAYERS		Devil's Food					
MID LAYER		none					
TOP LAYER	ICE CREAM	Sweet Cream	S 10 oz	L 18 oz	S 2 lbs	<p>See the Cascading Ganache Procedure Card for decorating details.</p>	
	MIX-IN	Brownie	S 1 piece	L 2 pieces	S 3 pieces		
BOTTOM LAYER	ICE CREAM	Chocolate	S 10 oz	L 18 oz	S 2 lbs		
	MIX-IN	OREO®	S 4 cookies	L 6 cookies	S 8 cookies		
FROSTING		White Bettercreme® with cascading Fudge Ganache					
CRUMBING		none					
TOPPER		White Bettercreme rosette in center with five Domino Triangles and one Cold Stone Creamery® medallion					

Labeling the Tall, Dark & Delicious™ cake: Use the Tall, Dark & Delicious cake description label and ingredient label available on KTEC Online under [Marketing / National Marketing / 2015 Window 3 Promotion](#). If required by local law, use the Tall, Dark & Delicious nutritional label as well. Use the Cake Freezer Shelf Talker included in the POP Kit to identify the cake in the cake display.



Marketing Information

POP Materials – Mix It Up

Use the guide below to ensure proper placement of all materials.

Item	Thumbnail	Display Area	Display Dates
Hanging Banner		Hang in lobby facing customers in lobby and/or in line	5/27 – 9/8
Ghea Clings (2)		Display on ghea (top, centered)	5/27 – 9/8
Sneeze-guard Clings (5)		Display on sneeze-guard	5/27 – 9/8
Mix-in Tags (3)		Place in acrylic mix-in tag holder and display in front of corresponding mix-in display jars on stone	5/27 – 9/8
Table Tents		Place on lobby tables	5/27 – 9/8
Crew Poster		Post in the back room where crew can see; to review crew poster during crew training and answer any questions	Begin displaying once crew is trained



Marketing Information

POP Materials – Father's Day

Use the guide below to ensure proper placement of all materials.

Item	Thumbnail	Display Area	Display Dates
Window Cling		Display on front window	5/27 – 6/21*
Sneeze-guard Cling		Display on sneeze-guard	5/27 – 6/21*
Freezer Cling		Display on lobby freezer door, taking care not to hide product in freezer	5/27 – 6/21*
Lobby Freezer Shelf Talker		Branded shelf talker to be displayed in lobby freezer to identify Tall, Dark & Delicious™ as the promotional cake for Father's Day	5/27 – 6/21*

*Remove all Father's Day POP materials at closing on 6/21.

POP Materials – Other

Use the guide below to ensure proper placement of all materials.

Item	Thumbnail	Display Area	Display Dates
Branded Ghea Tags <i>optional</i> (5)		Display in dipping cabinet if / when offering these optional flavors	optional
Floor Stand Banner		Display on floor stand facing customers in lobby and/or in line	5/27 – 9/8
UPDATED Signature Creations™ Ghea Cling		Remove previous Signature Creations Ghea Cling; display updated version at top, center of dipping cabinet	display until further notice
Creamery Cup Crew Poster		Post in the back room where crew can see to encourage participation in the Creamery Cup contest; remember to review crew poster with them during crew training and answer any questions	display upon receipt and keep posted through duration of contest



Marketing Information

National Advertising

Throughout the promotion, we plan to engage customers on multiple levels using our website, email blasts, public relations efforts and social media sites in conjunction with POP and your LSM efforts.

Keep an eye out for more National Advertising initiatives in Cold Stone® Special Brand Update emails.

National Interactive

Our website and national social media accounts will communicate messages consistent with the in-store messages for the promotion.

Encourage customers to check out our website, find us on Facebook® at facebook.com/coldstonecreamery and follow us on Twitter® at twitter.com/ColdStone.

Answers to Crew Quiz on page 12

1.	E	7.	K
2.	D	8.	J
3.	A	9.	F
4.	L	10.	I
5.	G	11.	C
6.	B	12.	H

Medium	Dates	Message(s)	Offer	PLU	Exp
Regional Radio <i>Access branded radio scripts on KTEC Online (Marketing / National Marketing / 2015 Window 3 Promotion).</i>		:15, :30 and :23:07 Tagable Radio Spots will be available for this promotion			
Regional TV		Choose from spots available on KTEC Online if running TV			
National Email Blasts <i>Using our My Cold Stone Club™ database of more than 2 million members, we'll blast promotional messages and offers to our most enthusiastic Ice Cream Lovers.</i>	6/4				
	6/12				
	7/2				
	7/19				
	8/1				
	8/20				
National Newspaper FSI	6/14	Father's Day cake and Frappé beverages	\$3 Off Cakes	211	7/14/15
			2 for \$5 LK CYO	103	
			BOGO	see PLUs on coupon	
National Newspaper FSI **\$3/\$5 Off Cake Version** <i>Several Markets chose to run a \$3 off All Cakes, \$5 off Large Round or Larger offer. Please check with your Co-op President or AD to confirm your area's offer choice.</i>	6/14	Father's Day cake and Frappé beverages	\$3 / \$5 Off Cakes	211 / 102	7/14/15
			2 for \$5 LK CYO	103	
			BOGO	see PLUs on coupon	

MyLSM Email Template – Father's Day

A MyLSM Email Template to promote Father's Day is available to you on Fishbowl®. Simply log in to your account and select the template from the available templates. Follow the standard procedures used when creating a MyLSM email blast. For additional information, review Fishbowl resources on KTEC Online under [Marketing / LSM Resources / Reference](#).

Public Relations Resources

The following PR resources are available to you on KTEC Online under [Marketing / National Marketing / 2015 Window 3 Promotion](#)

- **Customizable Press Releases**
A press release template about our Mix It Up promotion and Father's Day cake are available if your store is celebrating with a special event or discount.
- **Talking Points**
Use with media interviews, product drops and conversations with community influencers and customers.



Marketing Information

Facebook® Store Pages

Download promotional marketing tools for Facebook from BAM. To access BAM Online, log in to Creamery Connection under [Store Operations / Marketing / BAM Online](#). The Facebook Book, which contains information for creating a Facebook page for your store, is available on KTEC Online under [Marketing / Social Media](#).

Fans Connecting with Your Page

Users on Facebook® are now able to connect with your Page by clicking “Like” rather than “Become a Fan.” Please start asking customers to “Find us on Facebook” or “Like us on Facebook.”

- **Facebook Artwork for Local Store Fan Pages**

We've prepared promotional artwork for you to use on your local Facebook page. Not only are profile images available, but we've also created photo album images that can be used in conjunction with status updates. They are available on KTEC Online under [Marketing / Social Media / LSM Images](#). Simply upload them with your posts and they'll be visible on your wall. Visit the Social Media section of BAM Online to find this promotional artwork as well as editable PDFs you can use to encourage customers to visit your local Facebook page.

- **Local Store Posts**

For posting ideas that will support the promotion and create a buzz on your store's Facebook page, consider the suggestions below.

LOCAL STORE FACEBOOK® PAGES – POST SUGGESTIONS

Mix It Up

Take pictures of delicious-looking Creations and include them with posts that let fans know how delicious our Creations are. Photos of our Creations can be found on KTEC Online under [Marketing / Social Media / LSM Images](#). If you need additional help taking creative photos, your crew members are likely a great resource!

5/27 – 9/8

- Sweet, salty and delicious! Our new Salted Butterscotch Brownie™ Creation™ has French Vanilla Ice Cream with Brownie, Almonds and Salted Butterscotch for a flavor combination you won't want to miss!
- Our new Cake Batter™ Drumstick® Delight Creation™ is the ultimate dessert combination! It has Cake Batter Ice Cream® with Cookie Dough, Nestlé® Drumstick® Pieces and Salted Butterscotch.
- Goey Chocolate Pretzel™. The name says it all! This delicious Creation™ has Chocolate Ice Cream with Chocolate Covered Sea Salted Pretzels, Almonds and Caramel.
- Our Snickerdoodle Shortcake™ Creation™ puts a new twist on a classic favorite! It's a delicious mix of Strawberry Ice Cream with Strawberries, Snickerdoodle Cookie Pieces and Whipped Topping.
- Our new Peanut Butter Pretzel™ Creation™ is sure to satisfy your sweet and salty cravings! It has Sweet Cream Ice Cream with Chocolate Covered Sea Salted Pretzels, Reese's® Peanut Butter Cups and Fudge.

Father's Day

Include a photo of the cake with these posts, available on KTEC Online under [Marketing / Social Media / LSM Images](#).

5/27 – 6/21

- Father's Day is June 21! Treat Dad to something sweet and delicious: an ice cream cake! Order online now at <http://coldstonecakes.com/>
- It's almost Father's Day! Give us a call at XXX-XXX-XXXX to order a Tall, Dark & Delicious™ ice cream cake today!

National Ice Cream Month, Independence Day and National Ice Cream Day

7/1 – 7/31
National
Ice Cream Month

- Our favorite time of year is finally here! It's National Ice Cream Month! At Cold Stone Creamery®, our crew members handcraft our ice cream in small batches—one flavor at a time. This small batch process ensures you receive the richest, creamiest, most delicious ice cream when you visit us.

7/4
Independence Day

- Happy 4th of July! We'll be open until [insert time] tonight, so swing by and grab an ice cream on your way to watch the fireworks.

7/19
National
Ice Cream Day

- It's National Ice Cream Day! We'll be open until [insert time] tonight. See you soon for your favorite Creation™!



Marketing Information

Twitter

LOCAL STORE TWITTER® – POST SUGGESTIONS	
Mix It Up	
5/27 – 9/8	<ul style="list-style-type: none"> • Sweet, salty and delicious! You won't want to miss our new Salted Butterscotch Brownie™ Creation™! • Treat yourself to a Cake Batter™ Drumstick® Delight! Cake Batter Ice Cream®, Cookie Dough, Nestlé® Drumstick® Pieces & Salted Butterscotch. • Goopy Chocolate Pretzel™: The name says it all! It's Chocolate Ice Cream with Chocolate Covered Sea Salted Pretzels, Almonds & Caramel. • Our new Snickerdoodle Shortcake™ puts a new delicious twist on a classic favorite! Try it for yourself today! • Our new Peanut Butter Pretzel™ Creation™ is sure to satisfy your sweet and salty cravings!
Father's Day	
5/27 – 6/21	<ul style="list-style-type: none"> • Treat Dad to a sweet surprise for #FathersDay—a Tall, Dark & Delicious™ ice cream cake! http://coldstonecakes.com • It's almost #FathersDay! Give us a call at XXX-XXX-XXXX to order a Tall, Dark & Delicious™ ice cream cake for Dad today!

 **Facebook® and Twitter® Tip**
 Facebook and Twitter are very visual platforms. Add value to your posts by including quality photos in some of your posts.



POS

A POS Update is not required for this promotion. However, we will continue to offer our 6-pack Sweet Cream Bars (Original and Almond) at the promotional price point of \$7.49, as advertised on the Mother's Day FSI on May 3. This promotional price point will continue through the end of the summer promotion on September 8.

All stores must ensure their registers are programmed with a \$7.49 price point for a 6-pack of Sweet Cream Bars. Please note the promotional price point is required in all stores and the customer is not required to present a coupon or FSI advertisement. Simply stated, **all stores* are required to charge \$7.49 for the 6-pack Sweet Cream Bars through September 8, 2015.**

*We are aware that some stores currently charge less than \$7.49 per 6-pack of Sweet Cream Bars. Stores may charge less than \$7.49 if they choose; the maximum approved price point during the promotional price point period is \$7.49. If your store charges less than \$7.49, please use a marker or pen to update the Crew Poster with the correct price point for your store to prevent any confusion with your crew members.





NAME : _____

Crew Quiz

Write the letter of the answer in the space next to each statement (one answer per statement).

1. _____ **Cake Batter™ Drumstick® Delight**
 2. _____ **Goopy Chocolate Pretzel™**
 3. _____ **Mix It Up promotion period**
 4. _____ **Snickerdoodle Shortcake™**
 5. _____ **Methods by which promotion will be advertised**
 6. _____ **Salted Butterscotch Brownie™**
 7. _____ **Father's Day Cake**
 8. _____ **Great "Stone Talk" topics when engaging the guest while mixing their Creation™**
 9. _____ **Peanut Butter Pretzel™**
 10. _____ **Father's Day**
 11. _____ **Promotional price point for 6-pack Sweet Cream Bars through September 8, 2015**
 12. _____ **National newspaper FSI drop date**
- A. May 27 – September 8, 2015
 - B. French Vanilla Ice Cream with Brownie, Roasted Almonds and Salted Butterscotch
 - C. \$7.49
 - D. Chocolate Ice Cream with Chocolate Covered Sea Salted Pretzels, Roasted Almonds and Caramel
 - E. Cake Batter Ice Cream® with Cookie Dough, Nestlé® Drumstick® Pieces and Salted Butterscotch
 - F. Sweet Cream Ice Cream with Chocolate Covered Sea Salted Pretzels, Reese's® Peanut Butter Cups and Fudge
 - G. In-store POP, a newspaper FSI, email Blasts, social media exposure, search engine optimization, public relations and local store marketing efforts
 - H. June 14, 2015
 - I. June 21, 2015
 - J. Talk about our new Mix-Ins and Creations™ and encourage customers to celebrate Father's Day with a Tall, Dark & Delicious™ cake from Cold Stone Creamery®
 - K. Tall, Dark and Delicious
 - L. Strawberry Ice Cream with Strawberries, Snickerdoodle Cookie Pieces and Whipped Topping