

FOR IMMEDIATE RELEASE

Contact:

Kristyn Castellante  
Customer Service  
1-877-379-4794  
info@phillyswirl.com



### PhillySwirl® and ICEE® Mix Things Up in Frozen Novelties

**Tampa, FL -- (March 23, 2016)** PhillySwirl® introduces three exciting new frozen novelties that feature a unique twist on classic flavors. This swirl-licious lineup includes juicy and refreshing flavors like ICEE, organic fruit, and lemonade. Similar to the popular Swirl Stix, all new items are under 50 calories per bar, food allergen-friendly, and feature a smooth texture the whole family will enjoy.

- **ICEE MixtUp!**® allows you to enjoy your favorite frozen beverage flavors from home. With the pop and fizz of your favorite ICEE beverage, you'll find swirled concoctions like red and white cherry, green apple and watermelon, blue raspberry and white cherry, and strawberry and kiwi.
- **Organic Jungle Swirls** gives our ingredient-conscious families something to squawk about. We're proud to introduce our first no artificial flavor and color product, flavored with real fruit juice and puree.
- **Lemonade Swirls** open with the classic, refreshing taste of lemonade, followed by a blast of fruit flavor. Experience flavors like watermelon lemonade, pomegranate lemonade, and blueberry lemonade along with classic flavors like lemon lime, fresh lemonade and strawberry lemonade. We can't think of anything cooler on a hot summer day!

"PhillySwirl is always seeking new ways to bring innovative, family-friendly flavors to the frozen novelty category." Said Jasmine Singer, Marketing Manager. "We are especially thrilled to "Mix It Up" with ICEE on this special line of frozen flavors. PhillySwirl fans will have a hard time choosing just one new item to take home!"

The new PhillySwirl flavor lineup has just hit shelves, and can be found for an average retail of \$2.99. Pricing may vary by retailer. To find where PhillySwirl products are sold near you, visit our product locator at [www.phillyswirl.com/store-finder](http://www.phillyswirl.com/store-finder).

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**About PhillySwirl** PhillySwirl was founded in 1992 by two college friends with a dream and an old ice cream machine. Inspired by hot summer days in Philadelphia, they concocted a new twist on a childhood favorite, Italian Ice. This signature swirl now brings fun to every freezer with unique flavors and fun formats, including the classic SwirlStix, Cups with Candy Spoons and Swirl Popperz. PhillySwirl serves retailers throughout the United States and Canada, with operations based in Tampa, Florida. For more information, visit us at [PhillySwirl.com](http://PhillySwirl.com).

**About ICEE** The ICEE Company, is a leader and innovator in the Frozen Beverage industry, offering the most comprehensive Frozen Beverage package and Service Network in the beverage and foodservice categories. Our brand portfolio includes ICEE®, SLUSH PUPPIE®, ARCTIC BLAST®, parrot-ice® frozen cocktails and fruit smoothies, ICEE® Slush, THELMA's® frozen lemonade and Java Freeze® frozen and iced coffee. The ICEE Company is also a major service provider to the foodservice category through ICEE Managed Service. The ICEE Company is a subsidiary of J&J Snack Foods Corp. (NASDAQ-JJSF), and operates Service Centers throughout the United States, Mexico and Canada. For further information, please visit us at [www.icee.com](http://www.icee.com).