

Media Contact

Broussard Communications

Melissa Broussard, 503-702-4620

Melissa@broussardcommunications.com



**SALT & STRAW ANNOUNCES GRAND OPENING OF
EUGENE SCOOP SHOP ON APRIL 8**

*11 Years After Oregon-Founded Company's Inception, First Location Outside of
Portland Area to Open Near Autzen Stadium*



PORTLAND, Ore. (April 1, 2022) - [Salt & Straw Ice Cream](#) will bring its wildly popular and inventive ice creams to Eugene with the opening of its new location Oakway Center at 139 Oakway Road on Friday, April 8. The company's first scoop shop in Oregon outside of the Portland area will open its doors at 11 a.m. The first 100 customers will receive a free limited edition "I believe in Ice Cream & the Ducks" t-shirt to celebrate the opening. Festivities will continue that evening starting at 6 p.m. with live entertainment from local school bands and special surprise guests.

Salt & Straw looked for a setting where students and the community could socialize in outdoor seating areas with fireplaces to meet up and try new ice cream flavors that will blow their minds. The Eugene location also will feature a mural designed by Oregonian artist Jesse Vickery from Pattern People.

The Portland-based, small-batch ice cream company is known for its curiously delicious flavors, exceptional hospitality and locally-sourced ingredients. Salt & Straw uses “hometown hero” ingredients local to Eugene and the Willamette Valley, including [Red Ape Cinnamon](#) in its Cinnamon Snickerdoodle flavor; [Singing Dog](#) in its famed Double Fold Vanilla; and other Oregon inspired flavors like [Arbequina Olive Oil](#) and Pear & Blue Cheese. Salt & Straw fans can indulge in an ever-changing menu of the brand’s intricately-curated and crafted ice cream.

“We’re so excited to open our doors to the Eugene community, especially with this location so close to Autzen Stadium,” said Salt & Straw’s CEO and Co-Founder, Kim Malek. “We worked with a local artist to design and commission a mural on the exterior of our building to celebrate all things Eugene, depicting the awnings from our original ice cream cart. Tyler and I are hoping that this new location brings students and the community together and look forward to welcoming everyone in, with some fun surprises along the way!”

A family-run business, Salt & Straw was founded in 2011 by cousins Kim and Tyler Malek. Best known for its cult-favorite ice creams, Salt & Straw offers innovative, taste-provoking flavors that connect fans to food narratives and provide ongoing taste adventures. With a mission to create a warm, welcoming neighborhood destination, Salt & Straw invites visitors to explore unbelievable flavors and connect with one another.

Salt & Straw has worked with dozens of local businesses throughout Oregon, raising the profile of makers and farmers producing artisanal products. The Oregon-based company has sourced and collaborated with many artisans and suppliers across the state, including Mathilde’s Kitchen, Durant Olive Mill, Rogue Creamery, Singing Dog Vanilla, Imaginary Authors, Oregon Hill Farms, Coava Coffee, Bitterman Salt Co, Freddy Guy Hazelnuts, Red Ape Cinnamon, Steven Smith Tea, Chocosphere and many others.

ABOUT SALT & STRAW ICE CREAM

Salt & Straw Ice Cream is a Portland-based, family-run ice cream company that was founded in 2011 by cousins Kim & Tyler Malek. Salt & Straw makes curiously delicious ice creams that tell the narrative of artisans, meaningful food movements, and important social causes. In addition to the unique menus, their shops’ award-winning designs create a generous and welcoming experience. The debut Salt & Straw Cookbook was released in April 2019, published by Clarkson Potter. Salt & Straw presently has three scoop shops in Portland as well as one location in Lake Oswego. New Oregon scoop shops in Beaverton and Eugene will open in 2022.

Find more information at www.saltandstraw.com, or call 503-954-1458. Follow us on Facebook at Salt and Straw Ice Cream, Twitter and Instagram: [@SaltandStraw](#).

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