Media Contact Broussard Communications Melissa Broussard, 503-702-4620 Melissa@broussardcommunications.com



Salt & Straw to Launch "Berries Berries Berries" Series Starting Friday, June 30



Photos (credit Salt & Straw) available here

PORTLAND, OR. (June 29, 2023) - <u>Salt & Straw Ice Cream</u> will launch its Berries Berries Berries Series on Friday, June 30th. This series' menu is rooted in love for the bounty of flavorful berries available in the Pacific Northwest, and since its introduction in 2011, has been one of the most beloved menus of all time.

This menu is packed with three heavy-hitting all-time favorites, and welcomes two exciting new flavors made in partnership with <u>GoNanas</u>, a woman-owned and founded, vegan, gluten free and allergen-friendly banana bread company - believe it or not, bananas are berries too! Celebrate summer with the thoughtfully curated 2023 Berries Berries Berries Menu which includes:

• Birthday Cakes & Blackberries

- Happy birthday cakes to you! Taste sweet hunks of rainbow-sprinkled crumble and double-vanilla ice cream, all wrapped up with a ribbon of Oregon Hill evergreen blackberry jam. It's a sweet, everyday party for the big little kid in everyone.
- Wild-Foraged Berry Slab Pie
 - Close your eyes and imagine classic berry pie à la mode: Wild berries foraged by our friend "Bear" from the slopes of Mt. Baker in Washington, simmered into an ooey-gooey filling, then slathered across crispy bits of double-baked pie crust in salted vanilla ice cream. Now open your eyes—and your mouth—and smile.
- Goat Cheese Marionberry Habanero
 - A delectable tongue twister of sweet berries, smooth goat cheese, and complex habanero heat that reveals itself slowly with a pleasant burn. Inspired by a tasty tradition of award-winning local

chèvre, this eagerly-awaited summer flavor weaves tangy goat cheese ice cream with a fruity, fiery jam starring Oregon-invented marionberries, the blackberry's big juicy cousin.

- GoNanas Strawberry Caramel Banana Bread (Made with GoNanas)
 - Ready for a big little berry surprise? Try scrumptious salted caramel banana bread crumbles that taste like sticky toffee pudding, swirled in our own banana caramel ice cream with Hood strawberry jam rippled in. Made with our good friends at GoNanas—the vegan, gluten-free, women-owned leaders of America's biggest comfort food trend.
- GoNanas Banana Blueberry Crumble (v) (Made with GoNanas)
 - Here we go with GoNanas—mixing their epic blueberry coffee cake crumble in our sweet coconut ice cream with a touch of bright Meyer lemon and a ribbon of blueberry jam. Vegan and gluten free, it's like blueberry muffin meets banana bread—for a taste you'll crave a bunch.

All flavors are available at Salt & Straw scoop shops as scoops, pints and milkshakes; as well as available for nationwide shipping through the company's "<u>Pints of the Month</u>" pack or as a "<u>Pick Your Pints</u>" bundle. By joining the Salt & Straw Pints Club, customers may sign up for a sneak peak of the latest seasonal flavors delivered right to their doorstep before they hit scoop shops.

Celebrate National Ice Cream Day with Salt & Straw on July 16th by enjoying a scoop at any Salt & Straw location, or get a complimentary pint with purchase when you order for local delivery (valid on <u>https://saltandstraw.olo.com/</u>, Uber Eats, DoorDash, and Postmates).

About Salt & Straw Ice Cream:

Salt & Straw Ice Cream is a Portland-based, family-run ice cream company founded in 2011 by cousins Kim & Tyler Malek. Salt & Straw makes unbelievably delicious ice creams that tell the narrative of artisans, meaningful food movements and important social causes. The company creates a unique menu that changes every four weeks, makes ice cream by hand in small batches and creates a personalized welcoming scoop shop experience.

Salt & Straw presently has three scoop shops in Portland, one in Lake Oswego and one in Eugene, with a new scoop shop recently opened in Beaverton; as well as three scoop shops in the Seattle area, including Ballard, Capitol Hill and Totem Lake. Pint packs are available for online purchase, and can be shipped anywhere in the United States as well as through the Salt & Straw Pints Club. Find more information at <u>www.saltandstraw.com</u> or on <u>Facebook</u>, <u>Twitter</u> and <u>Instagram</u>.