


Cold Stone promotes Gold Cone flavors with Facebook contest

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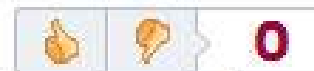
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Cold Stone Creamery has launched its first Facebook contest, offering the grand prize winner a chance to create an original ice cream flavor that will be in all Cold Stone stores nationwide in 2011.

The Gold Cone Contest puts the spotlight on a new line of flavors known as the Gold Cone Collection. Fans of the official Cold Stone Creamery page are being asked to taste the new Gold Cone flavors and then include their comments on the brand's [Facebook](#) page, now through Aug. 24.

The three new summer Gold Cone ice cream flavors are each fresh and fruity: Key Lime, Harvest Peach and Blueberry. Each ice cream flavor offers something unique and refreshing, providing a platform for inspiring contest submissions through Facebook.

The three contestants with the most original, creative comments will be flown to Cold Stone Creamery's headquarters — a three-day, two-night trip — and compete in an ice cream flavor development competition. The winning flavor will be featured in stores nationwide in 2011.

Three second prize winners will win a free ice cream party for friends and family in their hometown.

"Cold Stone Creamery is known for showcasing innovative and bold ice cream flavors, and this summer we are embracing classic fresh fruit flavors," said Ray Karam, Cold Stone Creamery Tastemaster. "The best part of my job is hearing what people think about our ice cream. I love this contest as it gives our ice cream community a voice and awards three fans a chance to do my job."

The summer Gold Cone flavors are available as a Creation or shake and as three new ice cream pies. Ice cream pies will be featured for a limited time for \$12.99.