



Cinnabon® Gets Cool for the Summer with NEW Line of Signature Chillattas®

Introducing five indulgent blended beverages, just in time to beat the summer heat

ATLANTA, Ga., June 19, 2017 – Cinnabon is kicking off summer with a new line-up of five decadent blended beverages – Chillattas! The ultra-creamy frozen drinks provide a sweet escape for consumers when they need to take a moment to just “chill” and enjoy. The beloved brand has reimagined several of its classic flavors, making them creamier and more indulgent than ever, including: Signature Cinnamon Roll, Strawberries & Cream, OREO® Cookies & Cream, and Double Chocolate Mocha, made with heavenly Ghirardelli® Chocolate. Cinnabon has also added the seasonal favorite Peaches & Cream to the collection for summer.

Chillattas are the perfect on-the-go treat to chill down a hot summer scorcher. They are the ultimate indulgence with bursts of delectable flavors in every sip. Each beverage is special from top to bottom, with standout features in each variety such as chunks of OREO® cookies, layers of real fruit pieces, and swirls of Ghirardelli chocolate. The Signature Cinnamon Roll Chillatta is the real star of the collection, featuring everything guests love about the Classic Roll but in a satisfyingly cool delivery. This Bon in a cup even features a full BonBites™ garnish piled high atop a mountain of whipped cream!

“We’re so excited to welcome the start of summer with a new line of Chillattas,” said Jill Thomas, vice president of global marketing. “While we’ll always be renowned for our one-of-a-kind cinnamon rolls, our signature Chillattas provide us a new and exciting opportunity to make our mark in the world of beverages. We’re thrilled to deliver the same superior quality and irresistible flavors that everyone loves and expects from Cinnabon into a cold, sippable, portable treat.”

Cinnabon is celebrating the arrival of these new Chillatta™ flavors with a series of fun, interactive activities across their digital platforms. In fact, the brand plans to freeze their website today, June 19, to show fans just how “cool” Chillattas can be. For one day only (June 19), fans can visit Cinnabon.com, to virtually scrape the icy frost off their computer screen using their mouse or finger (on a mobile device) for a chance to reveal amazing prizes, like BOGO Chillattas, awesome Cinnabon swag, or FREE Cinnabon for a year! On Facebook, Cinnabon followers can take the “What’s Your Flavor?” personality quiz to reveal their individual “Chillatta essence”.

Some of Twitter and Instagram’s “coolest” influencers are also onboard to help ring in summer with Cinnabon. Each superfan will be assigned a Chillatta flavor based on their unique personality and will encourage their followers to vote for their respective flavor to let Cinnabon know which is best. All are welcome to follow #ChillattaChallenge on social to vote for the chilliest flavor of the summer and let Cinnabon know their favorite!

Can’t decide which flavor is best until you try them all? Guests can visit their local bakery to get their hands on these decadent drinks. The Signature Cinnamon Roll is available in 16oz, and 24oz serving sizes at a suggested

retail price of \$4.49, and \$5.29, respectively. The remaining four flavors are sold at a suggested price of \$3.99 for the 16oz and \$4.79 for the 24oz beverage.

For more details on the new Chillattas and to stay connected to all things Cinnabon, follow the brand on [Twitter](#) and [Instagram](#) at @Cinnabon, like it on Facebook at www.facebook.com/Cinnabon, follow on Snapchat at TheRealCinnabon, or visit Cinnabon.com.

About Cinnabon®

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon® currently operates over 1,200 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments. Cinnabon® is also a multi-channel licensor, partnering with other companies to provide over 80 brand licensed products at foodservice and retail venues. Visit www.Cinnabon.com for more information, follow on Twitter @Cinnabon or become a Facebook fan at www.facebook.com/Cinnabon.

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