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CLUMPIES ANNOUNCES THIRD YEAR-ROUND LOCATION IN CHATTANOOGA ON THE SOUTHSIDE

CHATTANOOGA, Tenn. Clumpies Ice Cream Company is excited to announce the opening of a third year-round scoop shop inside the Grand Hotel building at 1401 Market Street, in the former English Tea Room. The store plans to open to the public this May, with more details to come about the grand opening event.

“As we continue to grow, we are determined to push the envelope and always look for a way to make the best ice cream around,” said Doug Chapin, senior manager of Clumpies. “We have an amazing pastry chef, Ashley Bottoms, who came to us from the Biltmore in Asheville and Barista Parlor in Nashville. Her creativity and experience has allowed us to continually develop new and exciting products and flavors that we would have been unable to make a reality before.”

In 2013, See Rock City (SRC), Inc. purchased Clumpies from Marshall Brock, whose family owned and operated Brock Candy until its sale in the nineties. Both companies have strong family legacies with histories of philanthropic and community involvement in Chattanooga. Doug Chapin is the son of SRC CEO and owner Bill Chapin. Since the acquisition, the company has seen impressive growth.

“Innovation has been a part of our Rock City success for generations, and that continues to be true with Clumpies under Doug’s leadership,” said SRC President and COO Susan Harris. “We are excited for this expansion and look forward to bringing the best micro-batch hand-crafted ice cream in Chattanooga to the Southside.”

Clumpies has two other year-round stores, one on NorthShore and the other in St. Elmo at the lower station of the Incline Railway, as well as a seasonal shop next to the Battles for Chattanooga museum. A brand new production site located two blocks from the Tennessee Riverpark Wheland Foundry Trailhead has also been completed, quadrupling in size from the previous kitchen. It includes a fully furnished bakery area with extended capabilities to bring all processing in-house. Future plans are being developed for tours and event programming in this space.

Chapin is working with Thomas Palmer and Brandi Reagan at Cogent Studio on the new shop design, as well as Matt Sears of Haskell Sears Design for the shop buildout. These award-winning local professionals have worked on other iconic Chattanooga buildings such as The Flying Squirrel, Tennessee Stillhouse, OddStory Brewing Co. and others.

The new store is set to offer a full lineup of 32 flavors dipped daily, in addition to the house made pops, ice cream sandwiches and pints to-go. The Clumpies brand can currently be tasted at events like the Chattanooga Market and several local restaurants. A full range of catering services are also available for weddings, corporate events and parties.

Opened in 1999 by the son of a third-generation candy maker, Clumpies Ice Cream Co. continues the Chattanooga tradition of creating products noted for their uniqueness and quality. This premium craft ice cream is made with only the best ingredients ten gallons at a time. Its micro-batching process allows the ice cream to retain its smooth and creamy texture, whipped in less air than other ice creams. For a bigger scoop on this unique ice cream, visit www.clumpies.com.

SRC, Inc. is a hospitality and entertainment company that features the world-renowned Rock City Gardens high atop Lookout Mountain, just six miles from downtown Chattanooga. Rock City is one of the South's most popular natural attractions. In addition to Clumpies, SRC also owns and operates the Battles for Chattanooga museum, Starbucks, the Incline Railway concessions and ticketing, and Grandview Conference Center on Lookout Mountain, as well as Blowing Springs Farm in Flintstone, Georgia. Visit www.seerockcity.com for more info.

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