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## **SEE ROCK CITY, INC. ACQUIRES CLUMPIES ICE CREAM COMPANY**

**LOOKOUT MOUNTAIN, GA.** See Rock City, Inc. (SRC) is proud to announce the acquisition of Clumpies Ice Cream Company on Frazier Avenue in North Chattanooga, as well as its production site on the Southside. Susan Harris, president of SRC, said, "We are very excited to have the opportunity to shepherd this unique Chattanooga brand, and look forward to continuing to make and sell high quality ice cream in the downtown area."

Rock City and Clumpies both began from visionary entrepreneurs with strong ties to the area business community and legacies of community involvement.

"Clumpies is an established brand," said Harris, "And we are confident that our strategic competency, along with the synergies that exist with Clumpies and our other attractions, will allow us to be successful operating and growing this business."

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 gourmet ice cream is made with only the best ingredients that can be found, 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.

Doug Chapin has joined SRC as the manager for Clumpies, both in retail and wholesale. Chapin graduated from the University of Georgia with a bachelor of arts in economics and international business. He joins Clumpies after serving as a

logistics coordinator at Access America Transport, with strengths in business development and operational management.

Billy Sparks, director of food and beverage for SRC, is partnering with Chapin, bringing his food industry expertise to the table. Sparks' culinary leadership includes Grandview and Café 7 at Rock City, as well as other popular restaurants in Chattanooga and New York City.

See Rock City, 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, Tennessee. Rock City is one of the South's most popular natural attractions. 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 Rock City's Enchanted MAiZE in Flintstone, Georgia. Visit [www.seerockcity.com](http://www.seerockcity.com) for more info.

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