



## **Cinnabon® Delivers Hand Twisted Happiness with Cinnabon Stix®**

*Celebrated bakery reintroduces lighter, more portable menu option*

**ATLANTA, Ga., July 20, 2015** – Cinnabon®, one of the world’s most beloved and craveable brands and a leader in fresh baked goods and specialty drinks, is excited to announce the relaunch of a fan favorite, Cinnabon Stix®. The deliciously light and flakey treat is now available at Cinnabon bakeries nationwide.

Cinnabon Stix offer a whole new twist on happiness for Cinnabon lovers! Made from dozens of thin layers of Cinnabon signature dough, twisted and rolled in the famous Cinnabon Makara® cinnamon and sugar, then baked to crisp perfection, Cinnabon Stix provide the perfect grab ‘n’ go snack to share with friends and family. For those who can’t resist the cream cheese frosting that makes Cinnabon cinnamon rolls so special, each serving of Cinnabon Stix comes with a side of frosting for dipping and double dipping.

“We are thrilled to reintroduce Cinnabon Stix back into our array of continuously expanding menu options,” says Jill Thomas, vice president of global marketing. “We are always looking for ways to excite our guests and evolve our offerings to better appeal to their current desires and snacking habits. We think guests will love Cinnabon Stix as a light and portable treat while on the move.”

Cinnabon Stix are available in five and ten count servings, so guests can treat themselves a little, or a lot! The five count of Cinnabon Stix, served with a single frosting cup, is available at the suggested retail price of \$2.99, while the ten-count option, with two frosting cups has a suggested retail price of \$4.99. For more information on this irresistible menu item, please visit [Cinnabon.com](http://Cinnabon.com) or follow the brand on social media @Cinnabon on [Twitter](#) and [Instagram](#) and on Facebook at [www.facebook.com/Cinnabon](http://www.facebook.com/Cinnabon).

### **About Cinnabon**

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon, Inc. 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 1,000 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 brand licensed products at foodservice and retail venues. Visit [www.cinnabon.com](http://www.cinnabon.com) for more information, follow us on Twitter @Cinnabon or become a Facebook fan at <http://www.facebook.com/Cinnabon>.

### **About FOCUS Brands Inc.**

Atlanta-based FOCUS Brands Inc. is the franchisor and operator of over 4,000 ice cream shoppes, bakeries, restaurants and cafes in the United States, the District of Columbia, Puerto Rico and 60 foreign countries under the brand names Carvel®, Cinnabon®, Schlotzsky’s®, Moe’s Southwest Grill®, Auntie Anne’s® and McAlister’s Deli®, as well as Seattle’s Best Coffee® on

certain military bases and in certain international markets. Please visit [www.focusbrands.com](http://www.focusbrands.com) to learn more.

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