



## **Cinnabon® Launches New Mini Chillattas® and Debuts OREO® Strawberry Flavor**

*Bakery's full line of signature beverages now available in a 10-ounce serving size*

**ATLANTA, Ga., April 18, 2016** – Mini is the new big thing when it comes to the latest treat at Cinnabon®! The beloved brand today announced the launch of its new Mini Chillattas®, a 10-ounce version of the irresistible blended beverage. Available now at bakeries nationwide in an array of flavors, including a limited time flavor, OREO® Strawberry. This miniature collection of blended treats provides Guests with the perfect on-the-go snack to satisfy that “just a sip” craving.

Now through July 31, Guests will have the opportunity to enjoy the Mini Chillattas in OREO® Strawberry, Cinnabon's newest flavor innovation, which offers the perfect blend of strawberries and the chocolatey goodness of America's Favorite Cookie®. In addition to the new blended beverage, an assortment of other sweet sips will be available in the 10-ounce size, including OREO® Chillattas, Cinnamon Roll Iced Coffee, and our signature Mochalatta Chill®.

“We're thrilled to introduce this playful sizing to our array of ever-evolving menu options,” said Jill Thomas, vice president of global marketing. “We're always looking for new and exciting ways to enable our Guests to customize their order. I know our fans are going to love the new 10-ounce size and the OREO® Strawberry flavor will become a fan-favorite!”

Mini Chillattas are now available at Cinnabon bakeries nationwide at a suggested retail price of \$2.99. Fans can also look out for some sweet deals including \$1 off a Mini Chillattas purchase when perfectly paired with a MiniBon®. Additionally, in the spirit of the warm weather ahead, Cinnabon will be hosting Happy Hour every Thursday from April 18 to July 31, from 4-6 p.m., where Mini Chillattas will be available at a great discount of two for \$5!

For more details on these mini treats 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](http://www.facebook.com/Cinnabon), follow on Snapchat at TheRealCinnabon, or visit [Cinnabon.com](http://Cinnabon.com).

### **About Cinnabon®**

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon LLC, 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 70 brand licensed products at foodservice and retail venues. Visit [www.Cinnabon.com](http://www.Cinnabon.com) for more information, follow on Twitter [@Cinnabon](https://twitter.com/Cinnabon) or become a Facebook fan at [www.facebook.com/Cinnabon](http://www.facebook.com/Cinnabon).