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CLUMPIES CELEBRATES SILVER JUBILEE

CHATTANOOGA, Tenn. Clumpies Ice Cream Co. is hosting a Silver Jubilee to commemorate 25 years serving up scoops in the Scenic City – all year!

“Throughout 2024, we’ll be celebrating year-round with specials, including a Makers Collection Pint Pack featuring six limited edition flavors made in collaboration with local businesses, a "Royal Sundae," pint pack giveaways, in-store celebrations and more,” said Ashley Bottoms, Clumpies’ senior manager. “I hope everyone will join us in celebrating what makes Clumpies, ‘Clumpies’ - the phenomenal people and the exceptional experience!”

The yearlong celebration kicks off this month with the release of the “Royal Sundae” on Friday, Jan. 26, a blondie topped with vanilla bean ice cream, English toffee, an Italian cherry and salted caramel fudge sauce with a touch of silver sprinkles. Be on the lookout for Silver Jubilee-themed festivities such as paper crowns, scratch off coupon tickets, coloring sheets and more! In addition, a special pint pack launches the first day of summer on June 20, and Clumpies’ original shop on the NorthShore plans to host a birthday event in October. For now, ice cream fans can enter to win a free pint pack monthly at www.clumpies.com/25th!

“We are all so excited to be celebrating this milestone year for Clumpies,” said Doug Chapin, president & CEO of See Rock City Inc. “When we stepped in ten years ago, we hoped to build on the legacy of a local gem and help it flourish into the future. Our mission is to make memories worth repeating and it has been so much fun for our team to do so with ice cream. A decade later we’ve added two scoop shops, a food truck, carts, mail order options and a world-class production facility, and we can’t wait to kick off the next 25 years!”

The Chattanooga ice cream icon has become a favorite of locals and tourists alike since 1999 with its flagship location on the NorthShore. Acquired by See Rock City Inc. in 2013, two additional year-round locations have been added, including a shop in Chattanooga’s Southside Historic District and at the bottom station of the Incline Railway in St. Elmo.

SRC Inc. is a hospitality and entertainment company that features world-renowned Rock City Gardens high atop Lookout Mountain, and also owns and operates Battles for Chattanooga exhibit, GOOD DOG GO!, Grandview, RiverView Inn, Chanticleer Inn and Starbucks; as well as the ticketing and concessions for the Incline Railway and the retail shop and café at Creative Discovery Museum. Visit www.seerockcity.com for more info. ###