

# COOLHAUS AWESOME ICE CREAM DEBUTS NEW VARIETIES AND PUSHES #IBUYWOMENOWNED

AT NATURAL PRODUCTS EXPO WEST  
ANAHEIM, CA // MARCH 9 - 11 // BOOTH 5570

CULVER CITY, CA (March 1, 2018) - Coolhaus, the architecturally inspired, super premium, awesome ice cream company based in Culver City, CA, invites EXPO West attendees to their brand new 10 x 20 booth (5570) to experience delicious new flavors, learn about Coolhaus' expanded retail distribution and celebrate their #IBuyWomenOwned movement! **Coolhaus is the leading women-owned ice cream brand in the ice cream space.**

“As a Certified Women-Owned business, it’s exciting to show leadership and really share out innovation and latest creations the day after International Women’s Day,” commented Coolhaus co-founder and CEO Natasha Case. “We’ve recently started the #iBuyWomenOwned movement to bring more awareness to women-owned businesses and we can’t wait to celebrate the other brave, creative and inspiring women-owned businesses at Expo West. Our perspective as women-owned brands is vital to bring to the shelf and the consumer, and we plan to play a crucial role in elevating the community.”

Coolhaus, known for innovative, daring and downright delicious flavors, will debut the following at this year’s EXPO West:

## New Coolhaus Pints

**Milkshake & Fries** - *Salted Tahitian Vanilla Bean ice cream with shoestring french fries and milk chocolate malt balls*

**Street Cart Churro Dough** - *Brown butter ice cream with cinnamon sugar churro dough and chocolate chip swirl*

**Midnight Munchies** - *Chocolate peanut butter ice cream with chocolate-covered pretzels and peanut butter cups*

**Farmer’s Market Strawberry Cheesecake** - *Mascarpone & cream cheese ice cream with fresh strawberry swirl and graham cheesecake bites*

**Buttered French Toast** - *Buttered brown sugar ice cream with pecan pralines, cakey toast pieces and maple swirl*

**Chocolate Love** - *Decadent dark chocolate ice cream*

**Best of Both Worlds Vanilla** - *Featuring Tahitian & Madagascar Vanilla Beans*

## New Coolhaus Sammies

**That Dough Though** - *Chewy Chocolate Chip Cookies and Cookie Dough Ice Cream*

**Gimme S’mores** - *Graham Chocolate Chip + Marshmallow Graham*

**Birthday Cake** - *Sugar Cookie with Sprinkles + Cupcake Frosting*

For additional information on Coolhaus, please contact Jose Martinez, [JosePubRel@gmail.com](mailto:JosePubRel@gmail.com) or 323.363.7494.

### About Coolhaus

Coolhaus, a gourmet, all-natural, premium, inventive and Certified Women-Owned ice cream company built on the idea of farchitecture (food + architecture), offers frozen treats that are sustainably and locally sourced ingredients. Natasha Case and Freya Estreller founded Coolhaus at the 2009 Coachella Music Festival when they showed up in an old, beat up postal van they bought off Craigslist. Coolhaus went viral and acquired a small cult following, which Case and Estreller could not ignore. Since

launching, Coolhaus has grown into a national fleet of 9 trucks and carts, three brick and mortars, and having its products now available in over 6,000 retailers nationwide. Known for its innovative sweet-meets-savory flavors and elevated classics, Coolhaus has drawn accolades from *the New York Times*, *Every Day with Rachael Ray*, *Time*, *Vogue* and *Good Morning America* to name a few. To learn more about Coolhaus, please visit <https://cool.haus/> find us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).