

BUCKRAIL

Cream + Sugar hits local grocery shelves

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JACKSON, WY— Everyone’s favorite guilt-free little treat is hitting Jackson’s local grocery shelves TODAY.

Cream + Sugar, Fine Dining Restaurant Group’s sweetest endeavor, is releasing its ice cream sandwiches to local grocers around town. As of today, July 30, Lucky’s, Jackson Whole Grocer, Pearl Street Market, Aspen’s Market, Hungry Jack’s, and Dornan’s in Moose will all have Cream + Sugar on their shelves.

The little ice cream sandwiches have developed quite the cult following, and their story and that of their fans go hand-in-hand. **Fine Dining Restaurant** Group didn’t plan on starting an ice cream company. They just wanted to make some delicious, quality ice cream to serve for dessert at their restaurants.

“We started making this product because we wanted to have a certain quality to the ice cream we were serving in our restaurants,” said Fine Dining’s Director of Communications Kendra Alessandro. “[Quality] is the foundation of everything we do.”

But everyone who tried both the ice cream and the ice cream sandwiches wanted more. It didn’t take long for people to ask how they could take some home. So Fine Dining started selling ice cream at their two storefronts, Bodega and Bin22.

Their production facility on Gregory Ln. has increased their capacity (or, Chad the Executive Pastry Chef's capacity) to produce more. And the people want more.

"It's now easier than ever for people to buy them," Alessandro said.

They'll also come in fresh new packaging. Ice cream sandwiches are sold in packs of four in four different flavors: vanilla, mint chocolate chip, salted caramel, and huckleberry. In addition to ice cream sandwiches, Cream + Sugar has also released pints in area groceries, including all of those flavors, plus chocolate and "cookies" & cream (made with the same cookies they use in the ice cream sammies).

Cream + Sugar will be celebrating the ice cream's release at each local vendor throughout the week, dishing out samples and little ice cream sammie stickers. They're also hosting a social media contest on [Instagram](#), looking for photos of where sammie lovers enjoy theirs. Snap a photo of your sammie or sticker out on an adventure with #meandmysammie for a chance to win a batch of your own signature flavor ice cream sandwiches.

And don't worry, the ice cream sandwiches are so small you don't even have to feel guilty about keeping your freezer stocked.