



## The Flavor of Cincinnati™

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### **Gold Star Chili Introduces New Milk Shakes in Three Flavors** *A Cool Complement to Traditional Spicy Menu Items*

**CINCINNATI, OH— June 28, 2010—** Everybody love a milk shake, so Gold Star Chili, The Flavor of Cincinnati®, launched its coolest menu items yet — new 20 oz. milkshakes. Gold Star Chili's milkshakes are made with real, premium hand-blended ice cream and will come in three classic flavors - chocolate, vanilla and strawberry. These new milkshakes are sure to soothe the slightest sweet tooth and pair perfectly with Gold Star Chili's spicy Cincinnati-style chili as a dessert, beverage or snack.

"Nothing is more refreshing in *Chilitown USA*® than a cold, creamy milkshake," says Gold Star Chili Director of Marketing, Charlie Howard. "Our milkshakes are made with quality ingredients, including 100 percent real ice cream, and they offer a smooth taste that will serve as a perfect complement to the spicy flavor of our famous Cincinnati-style chili. You won't find another milkshake of this quality at other quick-service restaurants in the area."

The new chocolate, vanilla and strawberry milkshakes will be available at all participating Gold Star Chili restaurants for \$2.99 each with whipped cream topping included. Gold Star will be marketing shakes as a "triple threat" as a beverage, dessert or a mid-afternoon snack. "We've lacked an appropriate menu item to take advantage of the growing mid-afternoon snacking day-part and shakes help us fill this niche nicely," says Howard. "In doing so, our marketing will be experimenting with more lifestyle, demographically focused and day-parted social media and on-line advertising initiatives to see if we can be effective in driving traffic for afternoon snacking. We will also be introducing a frequency program and YouTube video contest to promote shakes." The introduction will also be supported in traditional media with an eight-week radio and outdoor campaign.

These new milkshakes will be part of Gold Star Chili's permanent menu, and the regional chili chain will introduce new seasonal flavors as limited time offers throughout the year. Next up...Orangesicle shakes to tie in to Gold Star Chili's sponsorship of the local NFL team, the Cincinnati Bengals and the restaurant' chain's status as Official Chili of the Cincinnati Bengals.

#### **ABOUT GOLD STAR CHILI**

Greater Cincinnati is Chilitown USA® and Gold Star Chili is The Flavor of Cincinnati. It strives to be the restaurant that best understands and promotes the passionate, personal and emotional connection that the people of Cincinnati have with their very own hometown dish, Cincinnati-style chili. Gold Star now has nearly 100 restaurants located throughout Ohio, Kentucky and Indiana and operates concessions at Paul Brown Stadium, The Bank of Kentucky Center, Children's Hospital, and the Greater Cincinnati/Northern Kentucky International Airport. To join the Gold Star Chili eClub or for more information, please visit [www.goldstarchili.com](http://www.goldstarchili.com).