



## **“Doughing, Doughing, Gone!™” Brings New Flavor to Cleveland Indians’ 2021 Season**

***Perry’s Ice Cream and the Cleveland Indians partner on first-ever official ice cream flavor with a home run theme; now available for spring re-sets***

**Akron, N.Y. – February 8, 2021** – Perry’s Ice Cream Company, Inc., a Great Lakes regional brand and Upstate New York’s #1 ice cream, is introducing its latest ice cream flavor, in partnership with the Cleveland Indians.

[Doughing, Doughing, Gone!™](#), the first-ever official co-branded Cleveland Indians premium ice cream flavor, is made up of chocolate cookie dough ice cream with crushed cookie swirls and cookie dough pieces. The flavor is available in family size, 1.5-quarts for retail and three-gallon tubs for foodservice and scoop shop customers. The 1.5-quart package features a special letter to the fans, calling out memories of 455 consecutive sellouts and the longest win streak in the American League.

With every retail purchase of **Doughing, Doughing, Gone!™** \$.05 will be donated to [Cleveland Indians Charities](#) Cleveland Indians Charities to positively impact the greater Cleveland community

“We’re thrilled to join the ‘Big Leagues’ through this partnership with the Cleveland Indians. As Perry’s continues to broaden our expansion in Ohio, this is an exciting opportunity for us as well as our retail and scoop shop partners to bring Tribe fans their first, very own ice cream flavor!” said Robert Denning, president and CEO of Perry’s Ice Cream. “Moreover, we are pleased to see a portion of the sales of **Doughing, Doughing, Gone!™** benefit Cleveland Indians Charities. By making a purchase, Cleveland fans can directly impact many valuable community programs, youth organizations, and non-for-profits.”

Perry’s Ice Cream and the Cleveland Indians first announced their partnership in 2020. The four-year partnership, through 2023, makes Perry’s the official ice cream of the Cleveland Indians. The co-branded ice cream flavor will be available for purchase at Progressive Field when the season kicks off with their home opener, scheduled for Monday, April 5.

“We could not be more proud to partner with Perry’s Ice Cream to bring our first co-branded ice cream flavor Doughing, Doughing, Gone!™ to life. Perry’s has really shown their commitment to our Northeast Ohio community with a portion of each sale going to Cleveland Indians Charities,” said Indians Vice President of Corporate Partnerships and Premium Hospitality Ted Baugh. “Having Doughing, Doughing, Gone!™ available at Progressive Field will be an exciting highlight for fans as they return to the ballpark for the 2021 season.”

**Doughing, Doughing Gone!™** is now available for spring 2021 re-set authorizations. Interested retail and food service buyers located in Ohio, Pennsylvania and New York, please contact the Perry’s sales team [here](#).

The flavor will be arriving on shelves for the April 5 launch at local retailers in Ohio, Pennsylvania and New York.

The flavor will also be available online for consumer purchase and shipping across the continental U.S. at [ShopPerrys.com](https://ShopPerrys.com).

Suggested retail price for **Doughing, Doughing, Gone!™** is \$6.99 for 1.5 QTS.

**Doughing, Doughing, Gone!™** is the 5<sup>th</sup> official co-branded flavor in the Perry’s line up. Other partners include: Columbus Blue Jackets, 5<sup>th</sup> Line Crunch; Buffalo Sabres, Let’s Dough Buffalo!®; Buffalo Bills, Brownie Blitz; Syracuse University Athletics, ‘CUSE® 44.

To learn more about Perry’s Ice Cream, visit [PerrysIceCream.com](https://PerrysIceCream.com).

### **About Perry’s Ice Cream:**

Perry’s Ice Cream is a Great Lakes regional brand and Upstate New York’s #1 ice cream choice. Founded in 1918 by H. Morton Perry, Perry’s is a fourth generation, family owned and led business deploying a three-pillar strategy to diversify its business model, including: the traditional manufacturing and marketing of Perry’s branded ice cream, a Distribution system that covers more than 100,000 square miles and a global Contract Manufacturing segment that supplies to over 35 countries. With over 400 employees, Perry’s uses fresh, local, high quality milk and cream to proudly craft and slow-cook its ice cream for an exceptionally creamy texture and taste that consumers have fallen in love with for over 100 years. Perry’s is the 26th largest ice cream brand in the country and our products can be found across New York, New Jersey, Ohio, Pennsylvania, Massachusetts, North Carolina, Washington D.C., Maryland and Virginia.

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