

For Immediate Release
Contact: Sheila Hunt Rossiter
Rossiter Marketing and PR
(c) 614-329-6557
Email: sheila@rossitermarketing.com



March 14, 2017

***Johnson's Real Ice Cream:
Columbus' Oldest Full-Service Ice Cream Shop Opening New Location***

Columbus, OH- As promised when he took the reins of the family business in 2016, Johnson's President and 4th Generation Family Owner, Matthew Wilcoxon, said his goal was to grow the 67 year old ice cream company into a household name. And he is delivering on that promise.

According to Wilcoxon, "Many people think Johnson's Real Ice Cream is just a small shop in Bexley, Ohio, but that can't be further from the truth! What many people don't know about us is that the ice cream we serve is made on-premise using family recipes, locally-sourced ingredients and is served in over 400 restaurants and sweet shops across the country."

Johnson's has been looking to add an additional location in central Ohio to expand the brand. "After scouting several possibilities, a wonderful space in Dublin became available and we jumped at the opportunity."

The location slated to open in May, is located in Old Dublin at 55 West Bridge Street (formerly Sisters Sweet Shop). The shop will carry 40 flavors of Johnson's Real Ice Cream, as well as novelty items like clown cones, nutty buddies, ice cream cookie sandwiches, specialty order cakes and pies. The shop will also feature their signature and crowd pleasing milkshakes made with milk from Ohio Proud Farmers.

He continues, "We take pride in our ice cream and cream is our number one ingredient. In addition, our famers only supply us with dairy that is free of artificial growth hormones and every flavor of Johnson's Real Ice Cream is hand-filled and crafted by our production team, assuring a consistent, quality product."

Johnson's Real Ice Cream is also currently expanding its retail reach and is in the process of launching a "specialty brand" to be carried at ice cream shops, grocery stores and soon Kroger locations chain-wide.

They are also ramping up the catering and special events division with the addition of mobile carts, a trailer and custom party options like sundae bars and ice cream socials.

You will see them around town more this summer as they will be participating at several family and community events and making regular stops on the OSU campus.

###

About Johnson's Real Ice Cream

The doors of Johnson's Real Ice Cream of Bexley, Ohio were first opened by Robert N. Johnson and his son-in-law James Wilcoxon, Sr. on September 1, 1950. Together they developed the ice cream and built the building for the business that has become the oldest and most complete ice cream shop in Columbus.

The building at 2728 East Main Street has grown, through several expansions, allowing better service to customers in their fountain and retail area and enabling more efficient manufacturing for their expanding wholesale business.

For the past 45 years, Jim Wilcoxon, Jr. has actively run the company as the 3rd generation and today, Matt Wilcoxon operates the family business as the 4th generation.

Over the years, a trip to Johnson's has become an established part of life in Bexley and one that they would now like to duplicate in Dublin.

Whether you're enjoying Johnson's Real Ice Cream at our neighborhood shop, a local restaurant, a community event, or in your home, we hope to put a smile on your face.

Johnson's Original Shop and Headquarters is located at 2728 East Main Street, Bexley, Ohio 43209.

For more information visit Johnson's on social media at:

Website: johnsonsrealicecream.com

Facebook: JohnsonsRealIceCream

Twitter: JRIC1950