



Johnson's Real Ice Cream Announces Grand Opening of New Albany Location

Columbus, OH—April 18, 2018—The City of New Albany is in for a sweet treat just in time for summer. Brothers Matt Wilcoxon and Jeff Wilcoxon are happy to announce the opening of the family's third central Ohio location is set for Tuesday, May 1. A grand opening celebration and ribbon cutting is planned on Friday, May 4 and will kick-off a weekend of delicious specials!

When Matt and Jeff took the helm of the 4th generation family business in 2016 with the goal to grow the 68-year-old ice cream company into a household name. They are delivering on that promise. In less than two years, they have opened a shop in historic downtown Dublin, introduced new branding, a specialty line of flavors, and signed a regional distribution agreement with popular grocer Giant Eagle.

"As a New Albany resident, I am thrilled our family chose to open in a community I am proud to call my own. Our goal with this location is to become a staple, just like we've been in Bexley over the last 68 years," stated Jeff Wilcoxon co-owner of Johnson's Real Ice Cream.

The New Albany shop is at 160 W. Main Street near Hudson 29 and Pet People. The shop will carry 40 flavors of Johnson's Real Ice Cream, as well as ice cream cookie sandwiches, specialty order cakes, pies, and take home pints. Their signature milkshakes made with milk from Ohio Proud Farmers, as well as the New Albany exclusive, Eagles Nest Sundae are also on the menu.

Opening Week Schedule:

Tuesday, May 1—Thursday, May 3

11 a.m.—10 p.m., Open regular business hours

Friday, May 4, Grand Opening and Ribbon Cutting (Regular store hours 11 a.m.—11p.m.)

11 a.m., Free goodie bag to the first 50 guests

11 a.m.—9 p.m., Balloons, and stickers for children

11 a.m.—9 p.m., Visit with Scoops, the Johnson's Real Ice Cream mascot

1 p.m., Ribbon Cutting ceremony with Johnson's family members and local dignitaries

4 p.m.—7 p.m., \$1 single scoops

Saturday, May 5 (Regular store hours 11a.m.—11p.m.)

11 a.m., Free goodie bag to the first 50 guests

11 a.m.—9 p.m., Balloons, and stickers for children

11a.m.—11p.m., \$3.00 milkshakes made with Ohio Proud milk

Sunday, May 6 (Regular store hours 11 a.m.—10 p.m.)

11 a.m., Free goodie bag to the first 50 guests
11 a.m.—10 p.m., \$4 specialty take-home pints
11a.m.–10 p.m., Balloons, and stickers for children

All specials and activities to take place at the New Albany location only. Regular hours of operation for the New Albany store are Sunday through Thursday, 11 a.m.–10 p.m.; Friday and Saturday, 11 a.m.–11 p.m.

For more information regarding Johnson's New Albany location, please contact (614) 231-0041 or visit johnsonsrealicecream.com.

About Johnson's Real Ice Cream

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

The original building located at 2728 East Main Street has gone through several expansions over the years to accommodate their growing operations.

In addition to operating the ice cream shop, Johnson's has an extensive wholesale division that provides ice cream to over 400 restaurants including the popular Columbus based Cameron Mitchell restaurants. Several grocery stores and specialty markets throughout the state of Ohio carry Johnson's Real Ice Cream. The company also operates a catering and special events division where customers can rent anything from a mobile cart to an ice cream trailer for any occasion from a corporate party to a wedding.

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

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

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Visit Johnson's on social media at:

Website: johnsonsrealicecream.com

Facebook: @JohnsonsRealIceCream

Twitter: @JRIC1950

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