



# Krystal® Springs into Savings with Ice Cold Treats

*High-Flavor Slushies and Frosts only \$0.99 All Week Long April 10-16*

ATLANTA, GA, US, April 6, 2017 /EINPresswire.com/ -- The [Krystal](#) Company, the brand famous for its iconic square hamburgers, is getting even “cooler” with a hot deal on its new line of Slushies and Frosts. Monday, April 10 through Sunday, April 16, participating Krystal® locations will offer 99-cent Slushies and Caramel Mocha Frosts. The sweet & cold treats are being introduced system-wide and are designed to complement the brand’s hot & steamy Krystals.

“Our guests love flavor, and they deserve a good deal,” says Alice Crowder, Vice President of Marketing at Krystal. “By offering our Slushies and Frost for just 99 cents, everyone can come in to enjoy a frosty treat that’s perfect with a snack or meal.”

This ice cold offer is only available at participating locations and while supplies last. Guests can pick from two delicious Kool-Aid® Slushies – Green Apple and Grape – or the Caramel Mocha Frost, which is a perfect combination of rich creamy flavor and caffeine.

“Items that can be consumed on the go are increasingly important to our guests. They’re busy, and looking for a quick pick-me-up. At \$0.99, we know we’re providing our guests with a few moments of indulgence in their days that everyone can afford,” added Crowder.

For more information on Krystal, visit [www.Krystal.com](http://www.Krystal.com). While online, sign up for the Krystal Club to stay in the know on other deals and news.

## About The Krystal Company

Founded in Chattanooga, Tennessee, in 1932, The Krystal Company is the oldest quick service restaurant chain in the South. Its hamburgers are still served fresh and hot off the grill on the iconic square bun at more than 350 restaurants in 11 states. Krystal’s Atlanta-based Restaurant Support Center serves a team of 6,000 employees. For more information, visit <http://www.Krystal.com> or <http://www.facebook.com/Krystal> or follow the brand on Twitter and Instagram @Krystal.

## About The Kraft Heinz Company

The Kraft Heinz Company (NASDAQ: KHC) is the third-largest food and beverage company in North America and the fifth-largest food and beverage company in the world, with eight \$1 billion+ brands. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. The Company’s iconic brands include Kraft, Heinz, ABC, Capri Sun, Classico, Jell-O, Kool-Aid, Lunchables, Maxwell House, Ore-Ida, Oscar Mayer, Philadelphia, Planters, Plasmon, Quero, Weight Watchers Smart Ones and Velveeta. The Kraft Heinz Company is dedicated to the sustainable health of our people, our planet and our Company. For more information, visit [www.kraftheinzcompany.com](http://www.kraftheinzcompany.com).

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