



Krystal® Adds Sweet & Cold Treats to Hot & Steamy Classics

Slushies, Ice Cream Treats, Frozen Blended Coffee Drinks and More Added to Menu

ATLANTA, GA, US, June 21, 2017 /EINPresswire.com/ -- [Krystal](#), the brand known for its steamy, hot-off-the-grill burgers, has reinvented its menu and added a new line-up of ice cold treats. The Krystal Company has developed its new Sweet & Cold menu items to complement the brand's Hot & Steamy Krystals as the perfect kickoff for warmer weather. Famous for indulging its guests for more than 80 years, Krystal believed it was time to re-vamp the menu with a new platform that would delight guests in a completely new way.

Krystal's Sweet & Cold menu features creamy, soft-serve ice cream cones and cups, satisfying sundaes, [Kool-Aid](#)® slushies in fun fruit flavors like Green Apple and Grape, refreshing Caramel Mocha Frost blended coffee, and rich, hand-spun milkshakes. The brand has partnered with the iconic Kool-Aid brand for its high-flavor slushies.

"Our guests are passionate about our hot & steamy Krystals," says Alice Crowder, Vice President of Marketing at Krystal. "The perfect pairing to that savory flavor is a sweet, cold treat, and we're confident that our new product line will help deliver an even more delightful taste experience."

The Sweet & Cold menu was designed to give guests more of what they craved, and to give them more options from which to choose. Krystal is known for not cutting corners when it comes to flavor and this menu also adds great options for a morning or afternoon snack for many restaurant-goers.

"When our guests think of Krystal, they think of delicious, satisfying, quick meals and treats," continued Crowder. "Krystal's hot and cold crave-able treats are the perfect complement to summertime fun."

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 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.

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