

Crumbl Celebrates Benson Boone's Tour Finale With A Cookie Comeback

Benson Boone's Moonbeam Ice Cream Cookie is Back!

LINDON, UT, UNITED STATES, October 6, 2025 /EINPresswire.com/ -- Crumbl is once again teaming up with rising superstar Benson Boone, this time to mark the grand finale of his American Hearts Tour. From October 6–11, Boone's Moonbeam Ice Cream Cookie will return to Crumbl's rotating menu for a third run, making it the sweetest way to celebrate the end of an unforgettable chapter in his career.

The cookie is as bold and colorful as the song that inspired it, Boone's hit *Mystical Magical*. It's a chilled chocolate cookie packed with cookies & cream pieces, crowned with moonbeam ice cream-inspired lemon, berry, and marshmallow toppings, finished with a sweet white drizzle, and sprinkled with cookies & cream.



Crumbl

"Partnering with Benson has been such a fun journey," says Sawyer Hemsely, Crumbl Chief Brand Officer and Co-Founder. "We're thrilled to be part of both the beginning and the end of this milestone tour with him, and to give fans one last chance to enjoy the Moonbeam Ice Cream Cookie as he wraps up this incredible run."

The Moonbeam Ice Cream Cookie will shine one last time from October 6–11. Stop by Crumbl and celebrate the final chapter of Benson Boone's tour with a treat that's as unforgettable as the music itself.

About Crumbl:

Crumbl is a popular dessert franchise with a mission to bring friends and family together over the best desserts in the world. Crumbl was founded in 2017 in Logan, Utah, by Jason McGowan and Sawyer Hemsley. In just seven years, Crumbl has grown from a humble cookie shop to the

fastest-growing dessert chain in the US, with over 1,100 locations across all 50 states, Canada and Puerto Rico. The rotating menu offers new flavors every week, while regularly bringing back crowd favorites and unique original recipes, all served in Crumbl's iconic Pink Box. Don't miss the weekly menu drops posted every Sunday at 6 pm MST on Crumbl's social media accounts. Visit Crumbl online at [crumbl.com](https://www.crumbl.com), on social media (@crumbl), or at any of the store locations.

“

We're thrilled to be part of the beginning and the end of this milestone tour with Benson, and to give fans one last chance to enjoy the Moonbeam Ice Cream Cookie as he wraps up this incredible run.”

Sawyer Hemsley, Crumbl Co-founder

CRUMBL

Crumbl HQ

press@crumbl.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

[Other](#)



Benson Boone x Crumbl



Crumbl

This press release can be viewed online at: <https://www.einpresswire.com/article/855562235>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.