



HANDEL'S ICE CREAM CONTINUES ARKANSAS EXPANSION WITH NEW FAYETTEVILLE LOCATION

Celebrate Fayetteville's grand opening with Free Ice Cream for a Year for the first 50 guests on June 18.

FAYETTEVILLE, AR, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [Handel's Ice Cream](#), the beloved brand serving ice cream since 1945, is officially expanding in Arkansas. The newest location in Fayetteville is located near the University of Arkansas at 2345 North College Avenue. The shop will celebrate its official Grand Opening on Thursday, June 18. The festivities will treat the first 50 guests in line to "Free Ice Cream for a Year." This celebration marks a significant milestone for the brand as it continues to grow within the state.

The new location is owned and operated by Jeff and Mackenzie Greene. This opening joins their successful flagship location in Rogers. After falling in love with the brand years ago, the Greenses are excited to introduce this local favorite to the Fayetteville community.

"We first experienced Handel's in 2020, and Mackenzie and I fell in love with the brand and the customer service behind the counter," said Jeff Greene, co-owner of Handel's Fayetteville. "We're overwhelmed with excitement to be bringing the best ice cream in the world to Fayetteville and to share this special experience with our community."

The scoop shop will offer 48 rotating flavors, pickup and delivery through DoorDash, Uber Eats, and Postmates, and catering services. The shop will be open Sunday through Thursday from 11 a.m. to 10 p.m., and Friday and Saturday from 11 a.m. to 11 p.m.

"Handel's brings 80 years of tradition. Our ice cream is made with quality ingredients, and we definitely do not skimp," said Mackenzie Greene, co-owner of Handel's Fayetteville. "Jeff and I are very proud to be owners of this new location, and we are looking forward to becoming a community favorite."

For more on Fayetteville Handel's, visit www.handelsicecream.com/fayetteville/ or follow @HandelsNWA on Facebook and [@handels_nwa](#) on Instagram.

Handel's Ice Cream

Handel's Ice Cream has been making and selling ice cream since 1945. Founded in Youngstown,

Ohio, the legacy of Handel's began with Alice Handel. The brand was later purchased by Lenny Fisher, and what started as a single ice cream parlor has now grown into a beloved brand nationwide. Handel's is committed to quality, using abundant ingredients to create their ice cream, which is made by hand in small batches at each location. They offer 48 flavors every day, with more than 140 additional flavors that rotate seasonally.

Handel's has earned numerous industry accolades, including being ranked the #1 Sweet Treat and a Top 10 Brand to Buy by Franchise Times. The brand is also featured on the publication's Top 400 list of the largest franchise systems in the United States and its Fast & Serious list recognizing the smartest-growing franchises of the year. Additionally, Handel's was recognized on Fast Casual's Movers & Shakers 2025 list, while CEO Jennifer Schuler was named among the Top 25 Industry Executives for her leadership and innovation in foodservice. The brand is also recognized as a Top 500 Franchise by Entrepreneur Magazine.

□

Handel's currently has over 175 locations across 20 states and is growing. To learn more about Handel's franchise opportunities, visit [□www.handelsicecream.com/franchise.□□□□](http://www.handelsicecream.com/franchise)

Brianne Barbakoff
Ink Link Marketing
[email us here](#)
+1 (305) 631-2283

This press release can be viewed online at: <https://www.einpresswire.com/article/918193066>

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.