



HANDEL'S ICE CREAM CONTINUES GREATER HOUSTON EXPANSION WITH NEW MAGNOLIA LOCATION

Celebrate Magnolia's grand opening on Thursday, August 13 with Free Ice Cream for a Year.

MAGNOLIA, TX, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- [Handel's Ice Cream](#), the beloved brand serving premium ice cream since 1945, is officially expanding its footprint in Texas. The newest location in the Greater Houston area is located at 4130 Farm to Market Road 1488, Magnolia, Texas 77354. The shop will celebrate its official Grand Opening on Thursday, August 13. The festivities will treat the first 100 guests in line to Free Ice Cream for a Year.

The new location is owned and operated by Garrett and Marlene Francis. This opening expands the family's entrepreneurial legacy into the local market. After falling in love with the brand while living in Youngstown, Ohio, and discovering they lived just four doors down from Handel's Chief Operating Officer at the time, the Francis family is excited to introduce this local favorite to the Magnolia community.

"We first experienced Handel's in 2009, and it quickly became a family tradition and an experience we looked forward to sharing together," said Garrett Francis, co-owner of Handel's Magnolia. "Bringing this experience to Magnolia feels like a natural progression of our journey, and we're overwhelmed with excitement to share this special experience with our neighbors."

As Texas first-ever Handel's Ice Cream location with a drive-thru, the new 2,400-square-foot scoop shop will offer 48 rotating flavors, catering services, and convenient pickup and delivery through DoorDash, Uber Eats, and Postmates. The shop will be open daily from 11 a.m. to 10 p.m.

"Magnolia has maintained its small-town charm despite the incredible growth in the surrounding areas, and it is very family-centric," said Marlene Francis, co-owner of Handel's Magnolia. "Garrett 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 Magnolia Handel's, visit <https://handelsicecream.com/store/magnolia/> or follow Handel's Ice Cream Magnolia on Facebook and [@handelsmagnolia](#) on Instagram.

About 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.

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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. □□□□

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