



THE TIMELINE

April 2010	The Accident
December 2010	Crash course on Ice Cream making in Vegas (<i>really</i>)
April 2011	Sampling and “Market Research” begins
April 2012	Signed on with first Distributor
June 2012	First Pint sold
July 2012	Began selling in Whole Foods
September 2012	First Seasonal Flavor, Pumpkin Ale, launches in stores
December 2012	First collaboration flavor, Pecan Eschaton, feat. Wild Heaven Craft Beers, releases
January 201	Expand OTP (ATLiens know what’s up)
April 2013	Partner with Sweetwater Brewing on a custom flavor for 420Fest
May 2013	Frozen Pints available in 100 locations
June 2013	Frozen Pints “Singles” launch
July 2013	Expand to Athens, GA
August 2013	Frozen Pints carts debut at local festivals and events
September 2013	The Georgia Dome begins selling Frozen Pints
September 2013	Nominated for the Georgia Restaurant Association’s Innovator of the Year award
October 2013	The Ice Cream Bar™ development begins
November 2013	First “Limited Release” flavor, Moo-Hoo Mint, feat. Terrapin Beer Co., launches in stores
December 2013	Team grows 50%! Our first hire joins to handle Sales
January 2014	Frozen Pints available in nearly 140 locations
April 2014	Turner Field begins selling Frozen Pints
June 2014	The Ice Cream Bar™ launches in stores