



NEWS RELEASE

# Great American Cookies and Marble Slab Creamery Add Five Locations in Texas

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Beloved Co-Branded Cookie and Ice Cream Concept Continues to Expand Presence in State

LOS ANGELES, Dec. 18, 2024 (GLOBE NEWSWIRE) -- **FAT (Fresh. Authentic. Tasty.) Brands Inc.**, parent company of **Great American Cookies, Marble Slab Creamery** and 16 other restaurant concepts, announces the opening of five new Great American Cookies and Marble Slab Creamery locations in Texas. Since 2014, the co-branded pairing has steadily grown to over 160 locations. The new locations to open in Texas in 2024 include Missouri City, New Caney, Lewisville, Sugarland and North Richland Hills.

"Texas continues to be a key area of growth for Great American Cookies and Marble Slab Creamery, in particular, the Dallas and Houston areas," said Allison Lauenstein, President of Great American Cookies and Marble Slab Creamery. "Our co-branded experience is integrated the moment you step in the door, to when you take your first bite. This cohesiveness has led to the model being highly popular—we see a 10-20 percent increase in incremental sales in co-branded locations—which is great for the bottom line for our franchisees."

Since 1977, Great American Cookies has baked up a reputation for not only being the creator of the Original Cookie Cake, but also for its famous chocolate chip cookie recipe. Other craveable menu items include brownies and Double Doozies™, made with delectable icing sandwiched between two cookies.

For over 40 years, Marble Slab Creamery has been an innovator in the ice cream space, dreaming up the frozen slab technique and offering homemade, small-batch Ice Cream with free unlimited Mix-ins, Shakes in a variety of flavors, and Ice Cream Cakes.



For more information on Great American Cookies, visit [www.greatamericancookies.com](http://www.greatamericancookies.com). For more information on Marble Slab Creamery, visit [www.marbleslab.com](http://www.marbleslab.com).

#### About FAT (Fresh. Authentic. Tasty.) Brands

FAT Brands (NASDAQ: FAT) is a leading global franchising company that strategically acquires, markets, and develops fast casual, quick-service, casual dining, and polished casual dining concepts around the world. The Company currently owns 18 restaurant brands: Round Table Pizza, Fatburger, Marble Slab Creamery, Johnny Rockets, Fazoli's, Twin Peaks, Great American Cookies, Smokey Bones, Hot Dog on a Stick, Buffalo's Cafe & Express, Hurricane Grill & Wings, Pretzelmaker, Elevation Burger, Native Grill & Wings, Yalla Mediterranean and Ponderosa and Bonanza Steakhouses, and franchises and owns over 2,300 units worldwide. For more information on FAT Brands, please visit [fatbrands.com](http://fatbrands.com).

#### About Great American Cookies

Founded on a family chocolate chip cookie recipe in 1977, Great American Cookies believes that pure, simple delight is part of living a full life. Serving the Original Cookie Cake, fresh baked cookies in a variety of flavors, brownies, and Double Doozies™, we promise to treat you to bites of bliss that prove how sweet life can be. With more than 400 bakeries across the country and internationally in Bahrain, Guam, Saudi Arabia, and treats available to ship right to your door, the sweet spot is always close to home. For more information, visit [www.greatamericancookies.com](http://www.greatamericancookies.com).

#### About Marble Slab Creamery

Since dreaming up the frozen slab technique and serving fresh homemade, small-batch Ice Cream in-store since 1983, Marble Slab Creamery has always known how to dream big. We sprinkle our customers with imagination and promise to inspire with infinite ice cream possibilities to feed your curiosity and capture cravings. With our free unlimited Mix-in philosophy, delicious Ice Cream and Shakes in a variety of flavors, hand-rolled waffle cones, and Ice Cream Cakes, imagination has no limits. Today, Marble Slab Creamery is enjoyed by consumers across the globe with locations in Bahrain, Canada, Kuwait, Saudi Arabia, Puerto Rico, and the United States. For more information, visit [www.marbleslab.com](http://www.marbleslab.com).

#### MEDIA CONTACT:

Erin Mandzik, FAT Brands

[emandzik@fatbrands.com](mailto:emandzik@fatbrands.com)

860-212-6509

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