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SWEET REPUBLIC AND FAIRYTALE BROWNIES CREATE LIMITED-EDITION FLAVOR FOR LOCAL CHARITY

PHOENIX, Ariz. – April 18, 2019 – What could taste better than a Belgian dark chocolate Espresso Nib brownie or a scoop of Fleur de Sel Caramel ice cream for a springtime treat? Fairytale Brownies and Sweet Republic have the answer: Combine the two treats to create Sweet Fairytale Ice Cream. The flavor is available for a limited time as a fundraiser for the nonprofit Blue Watermelon Project.

Fairytale Brownies Co-founder Eileen Spitalny and Sweet Republic Co-founder Helen Yung are members of Les Dames d'Escoffier, a philanthropic organization of women leaders in the fields of food, fine beverage and hospitality. At one of their meetings they discussed mixing brownie edges in Sweet Republic's ice cream.

"I thought they'd be perfect mixed into our ice cream," Yung said. "The conversation went further to use this opportunity to raise funds for another Dame's charity, Blue Watermelon Project."

Blue Watermelon Project is a nonprofit focused on schools and their relationships with food. The organization is made up of chefs dedicated to helping kids grow up healthy, have high academic goals and achievements, and a good relationship with food.

The limited-edition "Sweet Fairytale" flavor will be available from April 26 - May 12. Customers will be able to purchase a pint with an Espresso Nib Fairytale Brownie with half of the proceeds going to Blue Watermelon Project.

"The customer is benefitting from the best of two worlds," Yung said. "The best brownies and the best ice cream in Phoenix. "The result is a phenomenal collaboration ice cream."

About Fairytale Brownies: Fairytale Brownies is a mail order brownie company whose mission has been to spread joy and simplify gift giving since 1992. Every batch is baked by hand using a secret family recipe. Each brownie, cookie and bar is individually wrapped and certified kosher for dairy. Fairytale Brownies gifts are shipped worldwide. www.brownies.com Share your #brownielove with us at www.facebook.com/fairytalebrownies or www.twitter.com/ftbrownies or www.instagram/ftbrownies



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