

Providence, R.I. Theaters Install MooBella Ice Cream Machines

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The MooBella Ice Creamery, the machine that lets consumers make their own ice cream, by the cup, in just 40 seconds, is now available at National Amusements' Providence Place Cinemas in Providence, R.I. Two Ice Creameries are located in the main concessions area of the 16-theater complex while a third machine serves ice cream at the nearby IMAX Theater.

The MooBella Ice Creamery produces 96 possible combinations of "make-your-own" light and premium ice cream, by the scoop, with or without mix-ins — in 40 seconds— all in the space of a household refrigerator. With MooBella, consumers simply use touch screens to place their orders and lively graphics depict the blending, aerating, freezing, and mixing process. Currently, Ice Creameries are also located in colleges, hospitals, and museums throughout New England.

Bill LeClair, vice president of concessions, National Amusements, said he chose MooBella because of the wide variety of high-quality options the Ice Creamery offers in such a small space as well as its easy to use, interactive technology. "Introducing MooBella during the busy summer movie season made a lot of sense," he said in a prepared statement. "Providence Place Cinemas' patrons love that we now offer great tasting, fresh ice cream with significantly less fat and calories than other super premium brands. For me, the fact that the Ice Creamery is compact, easy for consumers to use and for my staff to clean and maintain is a huge selling point."



MooBella, Inc. has developed revolutionary, disruptive, fully-automated technology that has the potential to transform and expand the nearly \$60 billion ice cream industry. MooBella's ice cream is certified kosher, is transfat- and rGBH- free and contains 1/3 less fat than the leading super-premium brands. MooBella premium is 90 percent fat free

and only 230 calories per 4.5-ounce scoop and its light ice cream is 95 percent fat free and only 200 calories per 4.5-ounce scoop.

According to MooBella CEO Bruce Ginsberg, "We are thrilled that consumers and food service executives, like Bill LeClair have been so responsive to the MooBella Ice Creamery. Providence Place Cinemas are a perfect fit for MooBella. Now audiences have a delicious, new option when it comes to movie snacks."