

Rita's introduces Cola Italian Ice inspired by viral drink craze

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Rita's Italian Ice & Frozen Custard, the largest Italian Ice concept in the world, is shaking up its flavour lineup once again with a bold new twist on a classic sip: Cola Italian Ice. Inspired by the iconic soda, this new flavour delivers the timeless taste of old-school cola nostalgia in a refreshingly cool, icy form with the perfect balance of sweetness and tang. Rita's Cola Italian Ice is available at all Rita's locations for a limited time starting now!

Rita's is embracing innovation by introducing their new Twisted Cola Blender drink, inspired by the viral social media trend that has taken the internet by storm. Rita's Twisted Cola Blender combines the bold taste of the new Cola Ice in a refreshing drink form, topped with indulgent CocoLime Cream, to offer a sweet, creamy, coconut-lime flavour twist that pairs perfectly with the Cola Ice. It's only available for a limited time and is a must-try treat! Rita's tried-and-true Gelati lovers can also enjoy Cola Ice in their new Cola Float Gelati, which is made with layers of Cola Ice and Vanilla Frozen Custard.

"Social media has been buzzing with a new wave of beverage experimentation, and we're thrilled to bring this exciting trend to life, Rita's style," said Madalyn Weintraub, Senior Director of Marketing at Rita's Italian Ice & Frozen Custard. "The new Cola Italian Ice lineup embraces timeless flavours and blends them with today's current trends to create new products like our Twisted Cola Blender with CocoLime Cream. We're committed to pushing the boundaries of frozen treats by offering fresh, innovative creations that surprise and delight our guests."