



**Salt & Straw to Launch New Year-Round Ice Cream Cake Offering,  
“The Cake”, Friday, May 17th in Honor of the Beloved Local  
Company’s 13th Birthday**

*Be the first to try “The Cake” at Salt & Straw’s birthday party, May 16th from  
5-7pm at*

*NW 23rd scoop shop featuring Portland’s largest ice cream cake, free slices  
and live music*



**Photos (credit Salt & Straw) available [here](#)**

**PORTLAND, OR.** (May 13, 2024) - Last holiday season, [Salt & Straw Ice Cream](#) launched their first-ever ice cream cake, which sold out in less than 6 hours. On May 17th, they are doubling down and releasing a brand new flavor of ice cream cake that is set to live on the menu year round, right in time for the beloved local company's 13th birthday. Inspired by a fan favorite flavor, Birthday Cakes & Blackberries Ice Cream, "The Cake" is what we all fell for as kids. By hand, they build layers of yellow cake flecked with all of the colors of the rainbow, Double Fold Vanilla ice cream swirled with ribbons of juicy Oregon blackberry jam, and a tangy cream cheese frosting.

The generously layered ice cream cake is made for sharing, creating the perfect centerpiece for all of life's celebrations, from birthdays to engagements to graduations and more. "The Cake" serves 8 hungry people with some leftovers or up to 20, and will be available for \$79 in scoop shops (+\$19 for online order shipping).

To celebrate their 13th birthday and the release of this exciting new offering, they are hosting a pre-launch party at their NW 23rd shop with Portland's largest ice cream cake, free slices, live

music and lots of fun. The company chose to celebrate in Portland because that is where the company was founded, and where they are still making ice cream to this day. Guests will be the first to taste “The Cake” before it’s available at all scoop shops.

### **Birthday Party and Cake Preview**

- Date: Thursday, May 16
- Time: 5-7pm
- Location: 838 NW 23rd Ave, Portland, OR 97210

Due to excitement around last year’s Dwanta ice cream cake launch, Salt & Straw will be launching pre-orders on [saltandstraw.com](http://saltandstraw.com) starting Monday, May 13th.

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### **About Salt & Straw Ice Cream:**

Co-founded by cousins Kim and Tyler Malek, Salt & Straw is a Portland-based, family-run company making award-winning ice cream that tells the story of artisans, farmers and meaningful food moments. Head Ice Cream Innovator Tyler Malek, whose recipes have been published in numerous national food magazines, creates a menu of 13 classic flavors, alongside monthly rotating menus that reflect culinary trends, seasonality of ingredients and relevant cultural moments. From their humble beginnings as a single ice cream cart, Salt & Straw now has three scoop shops in Portland, as well as locations in Lake Oswego, Eugene, Beaverton and Vancouver; plus three scoop shops in the Seattle area, including Ballard, Capitol Hill and Totem Lake. An additional scoop shop in Bellevue, Washington, will open in 2024. Salt & Straw maintains their commitment to craft and artisanship with all flavors being made in their kitchen headquarters in Portland, Oregon. Pint packs are available for online purchase, and can be shipped nationwide as well as through the Salt & Straw Pints Club. For more information, visit [www.saltandstraw.com](http://www.saltandstraw.com) or on [Facebook](#), [Twitter](#) and [Instagram](#).