



Salt & Straw's The Halloween Series Returns Friday, September 27th, with Free Scoops for Kids in Costumes and Free Pup Cups for Dogs in Costume on Halloween

Celebrate the season and satisfy sweet tooth with one of Salt & Straws most anticipated menus of the year



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

PORTLAND, OR. (Sept. 24, 2024) - [Salt & Straw Ice Cream](#) will celebrate the return of its famed Halloween Series of five curated ice cream flavors to chill you to your bones, starting on Friday, September 27th. Salt & Straw's Halloween inspired menu can be traced all the way back to when they first opened their doors on Alberta Street, and is a manifestation of Grandma Malek's annual Halloween party where she'd completely transform her basement into a haunted house for all the kids to enjoy. Customers can look forward to the return of favorite flavors like The Great Candycopia and Jack o' Lantern Pumpkin Bread, along with the experiential Essence of Ghost, last offered in 2018.

On Halloween, October 31st, Salt & Straw is offering free scoops for kids in costumes and free Pup Cups to dogs in costume (offer valid for free kid's scoop in a cup for kids under 16).

Menu partners include:

- Oakland's Monica Martinez, founder of [Don Bugito](#), who Salt & Straw has partnered with since 2015 for its Creepy Crawly Critters flavor, which features Don Bugito's crunchy chocolate crickets and toffee-brittle mealworms. Tyler met Monica through La Cocina in San Francisco, a food incubator supporting women and immigrants in their businesses. Additionally, Salt & Straw scoop shops will sell the brand's chocolate covered crickets on its merchandise shelves throughout the month.
- Paola Briseño-González, food writer & leader of [LA's Dia de los Muertos festival](#). Tyler met Paola in Portland at the Food Innovation Center when Salt & Straw was just getting started. They collaborated for last year's Dia de Los Muertos inspired flavors, with the Blackberry Tamales (v) flavor returning this year.

The Halloween Series

We've been toiling away in our secret laboratory ("kitchen"), and we're ready to reveal five Halloween ice cream flavors that will chill you to your bones. Skip the doorbells, and ring in the season with a heaping scoop of an irresistible candy-filled classic. Dare to indulge in a green tea swirl of crispy, crunchy, edible creatures. Or pluck up your courage for a ghostly encounter with a confounding new flavor. With this many temptations abound, you're sure to find a treat you'll seek all October long.

- **The Great Candytopia**
 - As darkness falls across the land, the witching hour is close at hand. The time has come to dump our bags of housemade Halloween candies—inspired by Kit Kats, Snickers, Reeses and Heath—into diabolically delicious, salted butterscotch ice cream. So come, feast on vampire-bite-sized crispy milk chocolate feuilletine pieces, peanut butter embalmed in chocolate, and almonds smothered in BOOrbon vanilla toffee. Like any smart trick-or-treater, you'll be tempted to stash some away just for yourself,
- **Jack o' Lantern Pumpkin Bread**
 - Hidden away in the back of an old cupboard is Grandma's secret book of family spells. Wait, we mean... *recipes*. Crack the worn leather spine and whisper an ancient incantation: One crooked smile of Jack, a pinch of warming spice, tender hunks of pumpkin bread, and whipped up oh-so-nice—generous swaths of cream cheese frosting. Bite after tasty bite, it'll light you up and leave you grinning.
- **Essence of Ghost (Returning – last served 2018)**
 - It's past midnight, and you're alone walking along the edge of a desolate graveyard. A thick layer of fog laps at your heels when suddenly, every hair on the back of your neck stands up. You whip around to look behind you and — nothing. Nothing at all. Until a curious, icy sensation hits your tongue. Light and airy, an earthy blend of smoke and vanilla fills your nostrils. The next instant, intense chocolate overwhelms with a hint of something your mortal mind can't comprehend. What is that? You shiver, trying to recall the haunting combination but are left to wonder — was it all in your head?
- **Creepy Crawly Critters**
 - Halloween ushers in a swarm of edible critters to tickle your tongue—and your fancy—in the return of our sweet green matcha ice cream. Don Bugito's munchy, crunchy chocolate crickets and toffee-brittle mealworms are a superfood delight. Do you dare indulge? (You do.)
- **Blackberry Tamales (v)**
 - An especially spirited scoop in honor of Día de los Muertos, this flavor features two distinct takes on masa. First, masa harina simmers, long and slow, with vegan butter, sugar, coconut cream and cinnamon until it takes on a smooth caramel texture. Next, masa cornbread crumbles join the fiesta, swirling with the harina throughout the fruity sorbet. Each and every scoop becomes a fitting tribute to Michoacán's tamales from the Purépecha region of Mexico.

All flavors are available at Salt & Straw scoop shops as scoops, pints and milkshakes; as well as available for nationwide shipping through the company's ["Pints of the Month"](#) pack or as a ["Pick Your Pints"](#) bundle.

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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. Co-founder and ice cream innovator Tyler Malek creates a menu of 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. 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 or on [Facebook](#), [Twitter](#) and [Instagram](#).