



HAPPY LABOR DAY!

SAVOR THE HOLIDAY



WITH FROZEN TREATS

Labor Day might be the unofficial end of summer, but there are still plenty of ways to soak up the sun — starting with your taste buds!

Whether you're enjoying a well-earned day off or powering through your shift, your favorite frozen treat from Rita's is the perfect way to re-live that summer feeling any time you like.



No matter what your Labor Day looks like, stop by your local Rita's shop for a snapshot of summer.

Find Your Closest Rita's



FOLLOW RITA'S ON SOCIAL MEDIA



AND DON'T MISS OUR NEWEST GIVEAWAY!

If you're reading this, we bet you're a pretty big Rita's fan. But did you know there's even more Rita's content on our social media accounts? Be the first to see big flavor announcements, fun giveaways, and more on our Instagram, Facebook, Threads, and X accounts!



Limited-time Giveaways

From fab umbrellas to comfy-as-can-be picnic blankets, we're always treating our social media fans to exclusive Rita's swag. Follow us for fun giveaways and a chance to score something sweet beyond the treats!

In fact, we're announcing our newest giveaway right here! [awaiting details]



Big Announcements

New flavor drops, returning favorites, and more: all the biggest Rita's news releases first on our social media.

HERE'S AN INSIDER TIP:

We're teasing the drop of our newest, witchiest flavor on social media. Look out for the upcoming hints!



LOVE FREE TREATS?



**Don't miss out on
Two-Punch Tuesdays.**



At Rita's, we think Tuesdays are worth looking forward to. That's why we're doubling the rewards punches you earn every Tuesday, with every eligible purchase. With just 7 punches, you earn a free small Gelati, Ice, or Custard of your choice. Now that's a deal worth waiting for.

HOW DO I EARN REWARDS?

- 1** Order a treat.
- 2** Scan your Loyalty ID in the app.
- 3** Earn two reward punches toward your free treat each Tuesday.





NATIONAL CHOCOLATE MILKSHAKE DAY

We can't wait to blend you the perfect frozen treat.

Happy National Chocolate Milkshake Day!

What makes Rita's the ultimate milkshake stop?
It all comes down to the ingredients.



We blend our rich, chocolate Frozen Custard to give it a smooth, airy texture that's made to sip. Add in real milk, whipped cream, and a cherry, and you've got a milkshake that's unbelievably creamy from the first sip to the last.

CRAVING CHOCOLATE? THINKING VANILLA?

Either way, stop by Rita's and we'll blend up your perfect shake.





WE'RE STILL OPEN!



Stock up on essential treats.

Summer may be winding down, but that doesn't mean you can't treat your tastebuds to a little seasonal nostalgia. Now's the perfect time to visit your local Rita's for your favorite treat: refreshing Italian Ice, decadent Frozen Custard, or an indulgent 5-Layer Gelati.

STOCK UP ON TAKE HOME TREATS

Want to take the taste of summer home with you? Visit your local Rita's shop and stock up on your favorite take home treats:



Italian Ice Quarts
or Gallons

Frozen Custard
Pints*



Custard Cookie
Sandwiches*

Whether you're visiting to stock the freezer or treat your sweet tooth,
we'll see you at your local Rita's!

*Available at participating locations.



RITA'S FROZEN TREATS

NOW JUST A CLICK AWAY



**The only thing better than enjoying
a Rita's frozen treat is enjoying one
without any of the effort.**

Get your favorite Ice, Frozen Custard, or Gelati
delivered right to your door when you order in
your preferred third-party delivery app.*



Ordering delivery couldn't be
easier. Just open your favorite
delivery app, select a frozen
treat (or two!), and wait for the
flavor to come to you.*

STAY COZY

We've got a treat
coming your way.



*Only available at participating locations. Third-party platform availability varies by Rita's shop.



HELLO FALL!

**Celebrate the
changing leaves with
New Fall Concretes.**

Today's the first official day of Fall!

Did it sneak up on you too? That's okay, we have the perfect plan to celebrate the change in season. Throw on your comfiest sweater, swing by your local Rita's, and pick up one of our three fall Concretes.



Pumpkin Pie Concrete

Vanilla Custard blends with Vanilla Wafers and Pumpkin Crème for a treat that's like Thanksgiving dessert in a cup.



NEW Apple Butter Concrete

Take your tastebuds to the orchard with Vanilla Custard blended with Apple Butter Syrup, Apple Pie filling, and Vanilla Wafers.



NEW Harvest Swirl Concrete

This combo of Vanilla Custard mixed with Apple Butter Syrup and Pumpkin Crème is the ultimate Autumn treat.

These limited-time flavors
won't be around forever, so
stop by before they go!



**A New Halloween Ice
is Almost Here**

**WICKED FRUITY.
SPOOKY GOOD.**

This October, we're releasing a spellbinding new Ice flavor. We can't announce it just yet, but stay tuned!



Want to be the first to find out about flavor drops, giveaways, and other big announcements?

Follow us on social media!



NATIONAL COFFEE DAY

GET A
\$1.99
SMALL FROZEN
COFFEE TODAY!



Happy National Coffee Day! Celebrate with our frozen twist on the classic cup of joe. Today only (9/29), we're giving Rita's app users a limited-time coupon for a **\$1.99 Small Frozen Coffee!***

DOWNLOAD OUR APP

It's not too late to unlock this cool deal. Just download the Rita's app today, and you'll receive a **\$1.99 Small Frozen Coffee** coupon after signing up!*



Download on the
App Store



GET IT ON
Google Play

National Coffee Day only happens once a year, so visit your local Rita's today to get a discount on your favorite Frozen Coffee!



* This single-use coupon is valid on 9/29/25 only, during regular business hours.