

Steel City Pops Launches Pop Floats

First New Product Launch in 3 years



Homewood, Jul 10, 2020 ([Issuewire.com](https://www.issuewire.com)) - Steel City Pops is launching a brand new product- Pop Floats! Pop Floats are Steel City Pop's version of a traditional "Root Beer Float" transforming a nostalgic dessert into a modern treat.

Most everyone has had the traditional ice cream and soda float. Steel City Pops is known as a leader in innovation and has surpassed that revolution with Pop Floats! Steel City Pops didn't break from

tradition when it comes to the fact that Pop Floats are not only all-natural but also delicious and most of all Pop Floats can be enjoyed by all ages! “We are very pleased to be able to provide our premium high-quality pops to our loyal customers in a twist that brings back some wonderful memories of the old fashioned ice cream floats. Our company niche is to create a modern approach to nostalgic foods and Pop Floats hits that core focus straight on”, stated Pete Sordoski, President and CEO of Steel City Pops.

The flavors include Blueberry Cheesecake, Chocolate Caramel Cream Soda, Classic Float (Coke or Root Beer), and Orange Dream. Keeping the Steel City Pops focus of delivering gourmet frozen pops, these floats are all-natural, gluten-free, and include no artificial flavors. We start with a pop, fill the cup with all-natural soda, and top the float with home-made vanilla whipped cream and various delicious toppings. There is no wrong way to enjoy this treat- whether you sip your float as the Pop melts or take a bite of the Pop and toppings and save the Soda for last.

All Steel City Pops in Alabama, Kentucky, and Texas begin carrying the Pop Floats on July 11th. Whether you're looking for a gourmet frozen pop to escape the heat or needing an old fashioned but modern pick-me-up, our Floats with pop are the perfect treat!

About SCP Coldworks, LLC d/b/a Steel City Pops: Steel City Pops is a privately-held company based in Birmingham, Ala., with stores across Alabama, Kentucky and Texas, and events and wholesale opportunities available throughout the region. All products are all-natural, locally-sourced whenever possible, and gluten-free, created in small batches to ensure the highest quality.

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