



Jeni Britton's Media Tour
Tuesday, May 5 - Thursday, May 7, 2026

Overview: Jeni Britton Bauer of Jeni's Splendid Ice Creams is conducting a three-day media tour in New York, NY and Washington, DC to expand the brand's coverage in those regions as well as promoting a new limited-time flavor, "Tropical Oasis", available May 5 - August 5, 2026.

All interview profiles/key questions are below this schedule.

Day 1: Tuesday, May 5: Columbus, OH + New York, NY

Hi 72°/ Lo 55°

Time	Location	Details
10:07 AM	John Glenn Columbus International Airport (CMH)	Depart Columbus for NYC on American # 4413 Confirmation Code: KHGLXO
11:59 AM	Laguardia Airport (LGA) 9400 Ditmars Blvd East Elmhurst, NY 11369	Arrive in NYC Meet Tim Wallis, Jeni's NYC Team Rep at Baggage Claim to travel to Sanctuary Hotel New York via SUV Tim's Cell: 646-555-1729 ETA: 45 minutes
12:45 PM	Sanctuary Hotel New York 132 W. 47th Street New York, NY 10036 (212) 234-7000	Arrive at hotel, drop off bags, and head to lounge for first interview & lunch
1:00 PM	Haven Rooftop Sanctuary Hotel New York (212) 466-9000	Interview & Lunch with Ryan Sutton of The LO Times (Print), 60 minutes maximum
2:05 PM	Sanctuary Hotel Lobby	Depart Sanctuary Hotel for Washington Square Park in SUV. ETA: 24 mins

2:29 PM	Washington Square Park Reference Address: 243 Thompson Street New York, NY 10012	Meet Lauren Scala of NBC New York for pre-recorded interview for NBC Evening News (Broadcast), 40 minutes maximum
3:15 PM	Washington Square Park	Depart Washington Square Park for Sanctuary Hotel New York for afternoon break via SUV. ETA: 27 mins
3:43 PM	Sanctuary Hotel New York	Arrive at Sanctuary Hotel New York for mid-afternoon break (2.25 hrs)
6:00 PM	Sanctuary Hotel lobby	Depart Sanctuary Hotel for Dinner Chat & Interview with Melissa McCart, Eater NYC Editor at Little Maven. Travel via SUV. ETA: 20 mins
6:21 PM	Little Maven 30 W. 18th Street New York, NY 10011 (929) 592-3383	Conversational dinner chat and interview with Melissa McCart and other Eater NYC staff, 90 mins maximum. Janine Evans, Melissa's representative's cell: 917-555-0074
8:00 PM	Little Maven	Depart for hotel and de-briefing with Jeni's and TBG employees in SUV ETA: 18 mins
8:18 PM	Sanctuary Hotel New York	Arrive at hotel and de-brief with Jeni's and TBG employees

Wednesday, May 6th: New York, NY + Washington, DC

Hi 68° / Lo 53°

Time	Location	Description
7:30 AM - 9:15 AM	Sanctuary Hotel New York	Light breakfast at the buffet at your leisure. Note: there is a breakfast media interview immediately afterwards, so

		decide at your leisure.
9:16 AM	Sanctuary Hotel New York	Check-out of hotel and travel to Little Collins for brunch with Helen Rosner via SUV ETA: 18 mins Helen's cell: 646-555-8244
9:35 AM	Little Collins 708 3rd Avenue New York, NY 10017 (212) 308-1969	Brunch interview with Helen Rosner of The New Yorker, 85 mins maximum
11:00 AM	Little Collins	Depart for Washington, DC via SUV
3:10 PM	The Westin DC Downtown 999 9th Street NW Washington, DC 20001 (202) 898-9000	Arrive at hotel, drop off bags, and meet with Nicole Mosley, Jeni's DC Area Head Manager Nicole's cell: 301-555-2714
4:03 PM	The Westin Washington DC	Depart hotel for surprise meet-and-greet at Jeni's Scoop Shop 14th Street via SUV. ETA: 12 mins
4:15 PM	Jeni's Splendid Ice Creams 1925 14th Street NW Washington, DC 20009 (202) 621-8625	Arrive at Jeni's Scoop Shop for surprise meet-and-greet with patrons and team members
4:45 PM	Jeni's Splendid Ice Creams	Depart scoop shop for happy hour at Makers Union with Tim Carman of the Washington Post via SUV. ETA: 25 mins Tim's cell: 703-555-1931
5:05 PM	Makers Union 664 Maine Ave SW, Washington, DC 20024 (202) 864-6396	Happy hour and light interview with Tim Carman of The Washington Post, 45 mins maximum
5:51 PM	Makers Union	Depart Makers Union for private dinner with Jeni's and TBG employees in Georgetown via SUV

		ETA: 26 mins
6:20 PM	Brasserie Liberté 3251 Prospect St NW, Washington, DC 20007 (202) 878-8404	Private dinner and debriefing with Jeni's and TBG employees
8:00 PM	Brasserie Liberté	Depart restaurant for hotel via SUV ETA: 25 mins
8:30 PM	The Westin DC Downtown 999 9th Street NW Washington, DC 20001	Arrive at the hotel and debrief.

Thursday, May 7th - Washington, DC + Columbus, OH

Hi 74° / Lo 63°

Time	Location	Details
7:50 AM - 9:10 AM	The Westin DC Downtown	Light breakfast buffet at hotel
9:15 AM	The Westin DC Downtown	Check-out of the hotel and travel to WJLA for a live interview via SUV. ETA: 17 mins Craig Kralman, WJLA Rep's Cell: 703-555-5293
9:34 AM	WJLA 1100 Wilson Blvd. Arlington, VA 22209 (703) 236-9552	Prepare for live interview on Good Morning Washington
10:21 AM	WJLA	Live interview on Good Morning Washington with Roxanne Strouk (5 mins maximum)
10:45 AM	WJLA	Depart WJLA for Jeni's Capitol Hill for an interview with Jessica Sidman via SUV. ETA: 32 mins Jessica's cell: 301-555-5612
11:21 AM	Jeni's Splendid Ice Creams 526 8th St SE, Washington, DC 20003	Private one-on-one interview with Jessica Sidman, Food Editor of Washingtonian

	(202) 525-1093	Magazine, 40 mins maximum
12:00 PM	Jeni's Splendid Ice Creams	Surprise patrons at opening with flavor unveiling
12:30 PM	Jeni's Splendid Ice Creams	Depart Jeni's for lunch interview via SUV. ETA: 16 mins
12:46 PM	Social All Day 3639 S Glebe Rd, Arlington, VA 22202 (571) 601-1245	Lunch interview with Jane Black, freelance food journalist, 80 minutes maximum Jane's cell: 301-555-7448
2:05 PM	Social All Day	Depart restaurant for airport via SUV. ETA: 6 mins
2:12 PM	Ronald Reagan Washington National Airport (DCA) 2401 Smith Blvd, Arlington, VA 22202	Arrive at the airport for final debriefing and departure home.
4:59 PM	Ronald Reagan Washington National Airport (DCA)	Depart Washington for Columbus on American #4402 Confirmation Code: A2ULEC
6:45 PM	John Glenn Columbus International Airport (CMH)	Arrive in Columbus.

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Media Details

All interviews should touch on the history and style of Jeni's Splendid Ice Creams, as well as promoting the new flavor: Tropical Oasis with the arriving summer season ahead.

Ryan Sutton of The LO Times

Ryan Sutton is the former Chief Food Critic of Eater NYC from 2014 through 2023 and previously at Bloomberg News. He currently edits his own Substack newsletter named "The Lo Times". His work has earned him a James Beard award and an appointment as an adjunct faculty member at CUNY Newmark School of Journalism.

Why & Goal: Ryan is a major writer on the New York food scene, and given Jeni's efforts to appear more prominently in the area, having a "local" publication would be key as showing that Jeni's wants to go to where the residents are.

Points to bring up with this journalist that may come up:

- Jeni's commitment to sustainable practices, both supply-wise but also with labor.
- College students + the cool atmosphere of Jeni's, particularly on the new ice cream flavor and socializing with their peers.

Included Articles:

<https://www.thelotimes.com/p/best-prix-fixe-lunch-power-price-index-list-nyc-restaurants>

<https://www.thelotimes.com/p/best-steak-tacos-carne-asada-nyc-2026>

Lauren Scala of NBC New York

Lauren Scala is an Emmy-award winning reporter and anchor who has been with NBC New York for the past 15+ years. She covers a variety of topics pertaining to culture including but not limited to food, entertainment, and the environment. She has a down-to-earth approach with interviewees.

Why & Goal: Lauren Scala is the culture anchor for NBC New York live. Specifically choosing a food and lifestyle host would allow for a more tightly-knit story and have our story effectively come across as resonant in the New York area.

Points to bring up with this particular journalist:

- How Jeni's tries to incorporate storytelling and external elements into its ice creams.
- Jeni's is beginning to franchise its shops, with a possible (NOT guaranteed) definitive expansion into New York City someday.

Included Articles:

[Lucky Charlie's old school slice | New York Live TV](#)

[This wood-fired kitchen in Brooklyn offers a dining experience unlike any other | New York Live TV](#)

Melissa McCart of Eater NYC

Melissa McCart is the Lead Northeast Editor of Eater, where she covers New York, Boston, Philadelphia, and other major cities in the region. She has been writing on food and beverages for over 20 years, and has freelanced for major publications such as The Washington Post, Bon Appetit, and more.

Why & Goal: Eater is one of the largest dedicated food publications in the United States; having a profile of the brand by you (the founder) would not only be good in of itself, but having it in New York highlights how the brand is seeking to integrate with other brands and be more on consumers' minds.

Points to bring up with this journalist that may come up:

- Jeni's history and foray into new trends and partnerships (mention Bridgerton collaboration.)
- How Jeni's has been on the forefront of creativity for snacking and food.

Selected Articles:

[The Best Restaurants Around Times Square. According to Eater Editors](#)
[Gabriel Kreuther Has Watched New York Change for 30 Years. Saverne Is His Response.](#)

Helen Rosner of The New Yorker

Helen Rosner is *The New Yorker's* primary food correspondent, and previously was Executive Editor of *Eater*. Her work is on restaurants but also the business and economics behind food businesses.

Why & Goal: *The New Yorker* is seen as a cosmopolitan magazine catering to a certain clientele. By being in the magazine, and with a good interview by their direct food correspondent, it will appeal to their readership and maybe encourage them to buy Jeni's at grocery stores and be more willing for a scoop shop near them to open in the future.

Points to bring up with this journalist that may come up:

- Jeni's started as a small venture, but then expanded to be a national brand.
- Your willingness to be involved in the production and creative process

Selected Articles:

[A Malaysian Menu Laced with the Flavors of Brooklyn](#)
[Flynn McGarry's Artful, Ambitious Next Act](#)

Key Pointers with all NYC Journalists:

When asked if Jeni's will expand definitively into New York City amidst this media tour, mention how the company is beginning to embrace franchising efforts, but do not give a timeline.

Tim Carman of The Washington Post

Tim Carman is a food reporter at The Washington Post, where he focuses on national food trends and issues. He has focused on fast-casual dining in recent articles and on the evolving nature of food in American culture.

- How Jeni's exclusively does scoops at its shops as opposed to a wide variety of distinct items for sale.
- Jeni's has turned the ice cream war in their favor, which has stood them out against competitors.

Why & Goal: *The Washington Post* is considered one of Washington's most prestigious magazines. Having a profile, or any interview with the paper highlights legitimacy and would bring attention to all of Jeni's local scoop shops, and potentially increase traffic and revenue at them directly.

Selected Articles:

[At a White Castle airport kiosk, we glimpsed a bleak fast-food future](#)
['Little Fat Boy' author redefines American food](#)

Roxanne Strouk of WJLA

Roxanne Strouk is the lifestyle host of Good Morning Washington, where her work primarily covers local community affairs and its intersection with businesses and philanthropy.

Why & Goal: *Good Morning Washington* is the casual daytime talk show focused on the DC region. Many parents or other individuals may be watching it, and catch you talking about ice cream, and get a subconscious idea to go to one of the nearby scoop shops, or buy it in the grocery store for their families.

Points to bring up with this journalist:

- Jeni's partners with local communities whenever a new store opens (bring up one of the newer locations in the D.C. area and a non-profit we partnered with!)
- How Jeni's establishes itself as a part of the community, rather than just in the same location.

Selected Pieces:

[Experience French classics with a modern twist at D.C.'s Cafe Riggs](#)
[Chef Jarrad Silver puts a fresh twist on classic American BBQ at Silver and Sons](#)

Jessica Sidman of Washingtonian

Jessica Sidman is a Food Editor at Washingtonian Magazine where she covers local food trends and topics. Her articles primarily focus on new restaurants opening in town, or limited-time events pertaining to a restaurant or similar hospitality companies.

Why & Goal: Having the dedicated food editor from *Washingtonian* highlights our brand and style within Washingtonian's readership, and gets Jeni's more locally known throughout the DC area and possibly beyond to new areas interested in expanding.

Points to bring up with this journalist that may come up:

- Jeni's found an audience in Washington, DC, and has opened new stores to keep up with the demand
- Jeni's partnerships with local communities and other entities to create unique experiences through ice cream

Selected Articles:

[Chef Michael Schlow Is Bringing The Riggsby Back to DC](#)

[A Modern American Restaurant With a "Tulum Meets Ibiza" Rooftop Bar Is Coming to Clarendon](#)

Jane Black, Freelance Journalist

Jane Black is one of the writers for Consumed, whose work focuses on food data analysis and health. She previously worked at *The Wall Street Journal* and other major outlets on food policy.

Why & Goal: By sharing our mission and styles to a more health-conscious crowd, Jeni's may be able to succeed in capitalizing on people who may not necessarily think ice cream is the best choice, as well as families who follow advice from acclaimed food writers.

Points to bring up with this journalist that may come up:

- How Jeni's uses high-quality ingredients for its ice creams, and carefully treads the line with sweets and other items.
- Kids are notoriously picky, and sometimes, ice cream or another sweet treat is a good incentive to get them to try something new.

Selected Articles:

[The One Sugar That Might Matter This Holiday Season](#)

[The "Coffee" With More Sugar Than 17 Twix Bars](#)