



PRESS RELEASE
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For Immediate Release

For More Information Contact: Lynda Utterback, Executive Director
National Ice Cream Retailers Assn.
847/301-7500

“Caramel Latte” Gelato Named Best Coffee Flavor

“Caramel Latte” Gelato was named the best coffee flavor at the National Ice Cream Retailers Association Annual Meeting recently held at the Chaparral Suites Resort, Scottsdale, Arizona, November 4-7, 2009. The Best Flavor contest is held each year in conjunction with the Ice Cream Clinic Review at the annual meeting.

The ice cream is formulated and produced by Mercurio’s Mulberry Creamery, Kittanning, Pennsylvania. The company won the coveted First Place for its flavor. A total of 23 new coffee flavors were submitted by NICRA members. Each flavor is sampled by convention attendees and a vote is taken by ballot at the meeting. The winner was announced during the annual banquet at the end of the meeting. Ashby’s Sterling Ice Cream, Shelby Twp., Mich. took second place for Caramel Macchiato Ice Cream and third place went to Springer’s Homemade Ice Cream, Stone Harbor, N.J. for Coffee Oreo Ice Cream. Honorable Mentions went to The Double Dip, Lebanon, Ohio for Capucino Almond Fudge Ice Cream and Ashby’s Sterling Ice Cream, Shelby Twp., Mich. for Mocha Almond Fudge Ice Cream.

The National Ice Cream Retailers Association is a trade organization whose members are in the retail ice cream and frozen yogurt business. The members of NICRA are located all across the United States, Canada and several other countries. They operate hundreds of stores and have estimated annual sales in the millions. They employ thousands of full- and part-time employees. Since 1933, NICRA has helped hundreds of ice cream and frozen dessert entrepreneurs get started and prosper.

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