



PRESS RELEASE
November 15, 2007
For Immediate Release

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

“Coconut Almond Crunch” Ice Cream Named Best Tropical or Ethnic Fruit Flavor

“Cocount Almond Crunch” Ice Cream was named the best tropical or ethnic fruit flavor at the National Ice Cream Retailers Association Annual Meeting recently held at the Crowne Plaza Hotel in San Antonio, Texas November 7-10, 2007. 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 Corn Hill Creamery, Rochester, New York. The company won the coveted First Place for its flavor. A total of 14 new tropical or ethnic fruit 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 Township, Michigan took second place for Last Mango in Paradise Ice Cream and third place went to Karen’s Kreamery, Surprise, Arizona for Mexican Peach Sorbet. Honorable Mentions went to Smith Dairy, Orrville, Ohio for Tropical Burst Ice Cream and Clear River Pecan Co. for Pina Colada 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 an 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.

###