



PRESS RELEASE
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For Immediate Release

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“Honey Sunflower” Gelato Named Your Best New Flavor

“Honey Sunflower” Gelato was named your best new flavor at the National Ice Cream Retailers Association Annual Meeting recently held at the Chaparral Suites Resort, Scottsdale, Arizona, November 4-7, 2009. Your Best New 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 new flavor. A total of 30 new flavors were submitted by NICRA member companies. 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., won second place for Caramel Macchiato Ice Cream. Izzy’s Ice Cream Café, LLC, St. Paul, Minn. took third place for Midnight Snack Ice Cream. Honorable Mentions were given to Here’s Your Scoop, Lee’s Summit, Missouri for Oatmeal Cookie Ice Cream; The Ice Cream Club, Boynton Beach, Fla. for Red Raspberry Truffle Ice Cream; and Springer’s Homemade Ice Cream, Stone Harbor, N.J. for Sweet Potato Pie Ice Cream.



The National Ice Cream Retailers Association is a trade organization whose members are in the retail ice cream; soft serve; frozen custard, gelato; frozen yogurt and water ice businesses. 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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