



PRESS RELEASE
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For Immediate Release

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“Magic Cookie” Ice Cream Named Best New Flavor

“Magic Cookie” Ice Cream was named the best new 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 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 Ashby’s Sterling Ice Cream, Shelby Township, Michigan. The company won the coveted First Place for its new flavor. A total of 25 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 Township, Michigan also won second place for Almond Cherry Streusel Ice Cream. The Double Dip in Lebanon, Ohio took third place for Raspberry Lemon Gelato. Honorable Mentions were given to Chocolate Shoppe Ice Cream, Madison, Wisconsin for Yippee Skippee Ice Cream and Mercurio’s Mulberry Creamery for Belgian Waffle 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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