



*Press Release  
For Immediate Release*

## Ben & Jerry's Free Cone Day 2009 is here again!

*Ben & Jerry's says **thank you** to their loyal fans with its annual Free Cone Day on 21 April 2009*

01 April 2009, Singapore – Wish you could add a dash of sweetness to your life during these sour times with a moovelicious scoop of chunky ice cream? Ben & Jerry's, one of the world's top premium ice cream brands, is granting your wish with its annual Free Cone Day, to be held on 21 April at selected Ben & Jerry's scoop shops (see list of participating scoop shops below)!

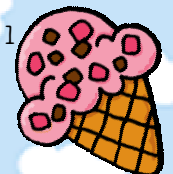
In tune with Ben & Jerry's movement to create a conscientious consumer culture in Singapore, Ben & Jerry's Free Cone Day 2009 will feature five udderly unforgettable flavors that have been concocted with ingredients that are sourced only from its Values-Led Sourcing program. The five udderly unforgettable flavors are *Chocolate*, *Coffee Coffee Buzz Buzz Buzz*, *Vanilla*, *Chocolate Macadamia* (newest flavor!), and *Chocolate Fudge Brownie*.

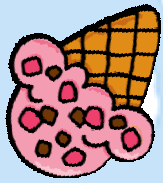
Ben & Jerry's Values-Led Sourcing (VLS) program ensures that purchasing of our materials and ingredients support Ben & Jerry's mission to support progressive social and environmental change. Values-Led Sourcing helps to create sustainable economic development, community well-being, and a healthy environment by building long-term, mutually beneficial relationships with suppliers who share Ben & Jerry's core values. These five flavors are definitely made with extra love and care from farmers near and far.

“At Ben & Jerry's we want to make the world a better place through chunks and swirls and we want to thank our loyal fans by trying to make their lives a little bit sweeter,” said Ben & Jerry's Brand Champ Benjamin Tng. “This is why during this year's Free Cone Day, we are offering our fans a taste of five udderly unforgettable flavors that are from our Values-Led line up”.



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Ben & Jerry's aims to break the record of 49,950 scoops that were given away in Singapore and in 2008. Free Cone Day was first celebrated back in 1979, in the original Ben & Jerry's Scoop Shop - a dilapidated gas station in Burlington, Vermont. The day was created to thank loyal customers for their support during Ben & Jerry's first year in business. An instant success (well how could it go wrong?) it's now an annual tradition that's celebrated on the same day the world over from Austria to Sweden! An estimated moovelicious 1 million scoops will be given out all over the world during Free Cone Day 2009.

To take part in Free Cone Day:

1. Cancel any previous appointments that you might have made on Tuesday, 21 April and put Free Cone Day in the Calendar.
2. Inform your friends about Ben & Jerry's Free Cone Day!
3. Come down to any Ben & Jerry's scoop shops (list below & on [benjerry.com.sg](http://benjerry.com.sg)) from 12 pm to 7 pm.
4. Choose one of five udderly unforgettable flavors - *Coffee Coffee Buzz Buzz Buzz*, *Vanilla*, *Chocolate Macadamia* (newest flavor!), and *Chocolate Fudge Brownie*.
5. Have a moovelicious time enjoying your udderly unforgettable scoop of ice cream.
6. While you are enjoying your free cone, browse the Ben & Jerry's Chunky Book at the scoop shops to learn about Values-Led Sourcing and how it affects millions of lives around the world.
7. P.s.: Check out the cocoa bean sacks at the Ben & Jerry's scoop shops - try to guess how many there are and you just might win a nice prize! Ben & Jerry's just keeps on giving.

-End-

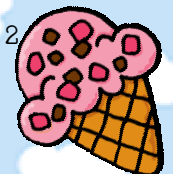
**Press Contact:**

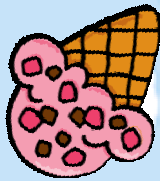
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## About Ben & Jerry's:

Ben & Jerry's Homemade Inc., was founded in 1978 in a renovated gas station in Burlington, Vermont, USA, by childhood friends and dedicated activists Ben Cohen and Jerry Greenfield. The two friends started their ice cream careers with a \$5 ice cream making correspondence course from Penn State University and a \$12,000 investment (\$4,000 of which was borrowed).

They soon became popular in the local community for their innovative flavors, made from fresh Vermont milk and cream and large portions of whatever ingredients they felt tasted good on the day of making! While they both disagreed at times over flavor combinations, what they did both agree was that they were in this business to give something back to the community and have fun while they earn a living. As Jerry puts it "If it's not fun, why do it?"

## What makes Ben & Jerry's Ben & Jerry's:

**Fresh & extraordinary dairy:** Wholly cow-created **milk & cream** from our farmer friends at the St. Albans Co-op who have promised not to treat their herds with bioengineered growth hormones. **All natural flavorings,** exceptional extracts & amazing purees.

**Colossal chunks & exquisite nibbles,** specially selected for their "oh, my!" excellence. **Sensational swirls &** wicked rich whorls thick enough to lose your spoon in. The passion we have for creating **innovative flavors** and concoctions of uncompromisingly **high quality.**

What makes Ben & Jerry's Ben & Jerry's is the people dedicated to making sure every scoop of Ben & Jerry's delivers a **tastebud-boggling odyssey** great enough to take you all the way to the state of **euphoria.** Every time.

## Ben & Jerry's Singapore:

Ben & Jerry's has been providing Singaporeans with moovelicious ice cream concoctions since 2004! The very first scoop shop was at the Singapore Zoo and since then Ben & Jerry's has expanded to have 10 scoop shops island wide.

## Scoop Shops participating in Free Cone Day 2009:

- Great World City #02-40A
- Raffles City #B1-80
- The Cathay #02-12
- United Square #02-K1
- VivoCity #02-135/136
- Jurong Bird Park 2 Jurong Hill
- Singapore Zoo 80 Mandai Lake Rd

Visit [www.benjerry.com.sg](http://www.benjerry.com.sg) for more information on what Ben & Jerry's has to offer locally and watch out for a new store opening in Singapore soon!



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## Annex 1: Five utterly unforgettable flavors available for Free Cone Day

### 1. Chocolate

*Chocolate Ice Cream (made with Fair Trade Certified™ cocoa)*

The cocoa powder we use to make this knock-down delicious chocolate ice cream is made from a blend of cocoa beans, most of which come from Kuapa Kokoo, a democratically run growers' cooperative in Ghana, West Africa. Kuapa Kokoo, whose name means "good farmers cocoa company", exists to support small scale farmers and enhance their strength in the cocoa trading chain by increasing their income level, encouraging sustainable farming and production techniques, and opening new markets for their fine cocoa beans. We're working with our supplier to support Kuapa Kokoo's commitment to a sustainable future for the co-op's members and their communities. Along with you, our chocolate-loving fans, we can lend a hand to help secure a healthful future for Kuapa Kokoo's commitment to positive social change. We think it gives a special flavor to this deep, dark, chocolate ice cream, and we hope you enjoy all the extra goodness!

### 2. Chocolate Fudge Brownie™

*Chocolate Ice Cream with Fudge Brownies*

This flavor combines our great ice-cream with chunks of chewy, fudgy brownies. These brownies are baked by Greyston bakery, which provides employment and training to economically disadvantaged residents of Yonkers, N.Y. We are glad to have Greyston as a business partner because we get the best tasting brownies and we also get to support the good work they do to create opportunity in their community! We also splurge on pure cream, to make our chocolate ice cream uncommonly tempting. In fact, the chocolate creation is downright decadent. Enjoy!

### 3. Coffee Coffee BuzzBuzzBuzz.

*Espresso Roasted Coffee Ice Cream with Espresso Bean Fudge Chunks*

Made with Fair Trade coffee extract and lots and lots of caffeine! We don't recommend it to little kids, for their parents' sake. Arnold Carbone, Conductor of Bizarre and Development Bizarre & D (R&D) recalls that too much coffee extracted was added to a batch of coffee ice cream, but to salvage the product, a new flavor was created and aptly named "Buzz Buzz Buzz."

### 4. Vanilla

*Vanilla Ice Cream (made with Fair Trade Certified™ vanilla)*

There's more to our Vanilla ice cream than its incredible beyond-homemade taste. It's consciously concocted with a particularly flavorful vanilla blend, including vanilla made from beans grown & harvested by small-scale farmers in Indonesia. They're members of local farmer associations that support sustainable farming practices. The premiums we pay for their quality vanilla help them re-invest in their families & communities for a positive change.

### 5. Chocolate Macadamia

*A scrumptious concoction of double dip chocolate and vanilla ice cream layered with a crunchy twist of drool-worthy chocolate covered whole macadamia nuts.*

Chocolate Macadamia is a super-duper yummilicious Values-Led flavor picked, milked, packed and mixed with love, ethics and nuts! It is Ben & Jerry's most complete Values-Led product to date. The flavor gurus at Ben & Jerry's have consciously concocted a collection of moophoric ingredients, which are sourced conscientiously, including cocoa from Santa Domingo, vanilla from Indonesia, and sustainably produced macadamia nuts from Malawi, all blended together with dairy from farmers who have pledged not to treat their cows with rBGH\*.



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