



For Immediate Release
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NEW JERSEY LOVES GIFFORD'S ICE CREAM: VANILLA AND CHOCOLATE LOVERS CHOCOLATE FLAVORS SCOOP UP TOP AWARDS

Skowhegan, ME – Gifford's Ice Cream (www.giffordsicecream.com), Maine's family-owned ice cream company, took top honors at the eighth annual New Jersey Ice Cream Festival, a Toms River-based competition that allows ice cream fans to sample and vote on offerings from local sweet shops and national brands. For the third year in a row, Gifford's Old Fashioned Vanilla flavor won First Prize in the Best Vanilla Brand competition, while Gifford's Chocolate Lovers Chocolate, which recently was featured on Food Network's popular show "Unwrapped," bested the competition in the People's Choice Brand category.

"Competitions like this help us ensure we continue to make the best ice cream possible," said Lindsay Gifford, vice president of sales and marketing at Gifford's. "This vote of confidence from true ice cream aficionados comes as welcome news to our whole team."



www.giffordsicecream.com

In additional ice cream news, Gifford's today announced its fall Special Batch offerings, three seasonal flavors that will be available beginning next month throughout the fall while supplies last.

Quarterback Crunch: This first-time release is made with Gifford's Vanilla ice cream rippled with caramel and packed with nutty cookie crumbles and chocolate flakes. It will be available in quart containers throughout the Northeast in grocery stores and markets that carry Gifford's, and in ice cream shops and restaurants that serve Gifford's.

Pumpkin: Gifford's creamy combo of real pumpkin and spices will have folks welcoming cooler weather and looking forward to holiday cheer.

Apple Pie: Gifford's award-winning Vanilla ice cream loaded with bits of flaky crust and a ripple brimming with apples, spices and ground pecans. Each bite is like a piece of pie a la mode.

The Pumpkin and Apple Pie flavors will be available throughout the Northeast in ice cream shops and restaurants that serve Gifford's.

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About Gifford's Ice Cream:

Gifford's Ice Cream sources its fresh cream and milk exclusively from independent family farms in Maine, and relies on antique 1940s Cherry Burrell freezers coupled with a state-of-the-art freezing system to achieve its award-winning, creamy texture and fresh-churned consistency. The multi-generation, family-owned company uses only the finest ingredients, from nuts, berries, and fresh fruits to premium chocolate, imported vanilla extract and pure, all-natural Maine maple syrup. Gifford's has earned numerous international and national "First Place" and "World's Best" awards for its premium ice cream and sherbet, and continues to expand its distribution and offerings.

Available throughout northern New England at Hannaford, Shaw's Supermarkets, and Roche Bros. locations, Gifford's Ice Cream also is offered in several hundred ice cream stands throughout New England, New York and New Jersey, and is served at a growing number of high-profile account locations, including Rutgers University, The BALSAMS Grand Resort Hotel in New Hampshire, Pelletiers Family Loggers Restaurant in Millinocket, Maine, and the University of Connecticut.

For further information, visit www.giffordsicecream.com .

To request photos, or to schedule an interview with Lindsay Gifford, Gifford's Ice Cream VP of Sales, contact Ann Ewing at Ph: 207.699.5500 or ann@FrontBurnerPR.com .

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