



Ice Cream Man Visits Seattle Area

John Harrison, Dreyer's Official Taster Conducts Taste Test
With Gold Spoon at Local Store
12:00 p.m., Wednesday, August 25, 2004

WHO: John Harrison, Dreyer's Grand Ice Cream Official Taster and the man with the million dollar insured taste buds, will be visiting the Seattle/Tacoma area on Tuesday, August 24, and Wednesday, August 25, 2004. He will be making a special appearance at a grocery store in Bellevue to conduct a tasting with his gold spoon at 12:00 p.m., Wednesday, August 25 (details below).

WHAT: More ice cream is consumed during the month of August than any other time of the year. John Harrison's job is to make sure the Dreyer's ice cream products sold in the store taste as good as the day they were made in the ice cream factory. He travels the country all summer long, visiting grocery stores and conducting taste tests to make sure the ice cream is the "cream of the crop." He also introduces people to Dreyer's newest ice cream flavors and products of the summer season.

This summer, John has the latest news about a ground-breaking Slow Churned method of blending ice cream that produces a light ice cream that tastes like full-fat premium ice cream. This unique innovation marks a revolutionary direction for the ice cream industry and consumers alike. As a nation of ice cream lovers, many of whom are trying to cut back on fat and calories, we can finally enjoy light ice cream without compromising on good taste. He also can bring some other new flavors for you to try -- Grovestand Peach, America's Vanilla, Nestlé® Drumstick® Sundae Cone, Toffee Bar Crunch and Nestlé® Toll House® Cookie Swirl.

Harrison will be visiting a QFC in Bellevue, at 12:00 p.m., Wednesday, August 25, to conduct a taste test. The media are welcome to attend this event and have the opportunity to speak to John Harrison about his unusual job, the newest ice cream flavors and trends in the ice cream industry.

If you are unable to attend the tasting on Wednesday, John would be happy to come to you on Tuesday, August 24, or Wednesday, August 25, and bring LOTS OF ICE CREAM!

WHEN: 12:00 p.m., Wednesday, August 25, 2004

WHERE: Quality Food Centers (QFC)
10116 Northwest 8th
Bellevue, WA 98004

CONTACT: Jenifer Howard, +1-203-273-4246, or Jhoward1@optonline.net

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