



Lights, Camera, Ice Cream!

Ben & Jerry's celebrates first Scoop Store in Hoyts cinema with free ice cream

MEDIA RELEASE, August 2010: Hold onto your spoons ice cream fans, we've got some *dairylicious* news! Those signature chunks and swirls loved by people the world over will soon be making their debut at Hoyts Broadway, Sydney - the first cinema partnership in Australia. With 18 flavours to choose from as well as a lip smacking menu of waffles, sundaes & milkshakes, you'll be treated to a real taste bud extravaganza as you sit back and enjoy the latest *chockbuster!* Or, for those who prefer a night in on the couch, you can get a hand packed pint of ice cream *euphoria to go-go!*

To celebrate this exciting partnership between Ben & Jerry's and Hoyts there will be an Oscar worthy **launch event** on Thursday 2nd September at Hoyts Broadway. Free ice cream for all, plus 100 free movie tickets up for grabs for those who glam up for the occasion and come dressed as their favourite moo-vie star.*

When: Thursday 2nd September 2010

When: 5 - 9pm

Where: Ben & Jerry's Scoop Shop, Hoyts cinema, Broadway Shopping Centre, Corner Greek and Bay Street, Sydney

What: Free ice cream!!!

Plus: Free cinema tickets for 100 best fancy dress movie stars

For all those outside of Sydney, longing to savour Strawberry Cheesecake and a chick flick or going bananas for a taste of Chunky Monkey at the movies, rest assured that the Hoyts partnership will make its sweet way to further Hoyts cinemas in the not too distant future.

Ben & Jerry's ice cream has made no less than 25 of it's own silver screen appearances over the years, from action flicks like *Minority Report* to chick flicks like *Bridget Jones*, making it the sweet choice of some of our favourite blockbusters too.

So if Phish Food floats your boat, or if Cherry Garcia rocks your world, delve into www.benandjerry.com.au to find out how these whacky flavours came about and make sure you drop in on the new scoop shop at Hoyts Broadway for some action packed ice cream!

Become a fan: [Facebook.com/BenandJerryAustralia](https://www.facebook.com/BenandJerryAustralia)

For further information and images please contact One Green Bean:

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Notes to Editors:

Flavours available at Hoyts, Broadway and the Manly Scoop Shop:

1. Chocolate Chip Cookie Dough: Vanilla Ice Cream with Chunks of Chocolate Chip Cookie Dough
2. Chocolate Fudge Brownie: Chocolate Ice Cream with Fudge Brownies
3. Chunky Monkey: Banana Ice Cream with Fudge Chunks and Walnuts
4. Strawberry Cheesecake: Strawberry Cheesecake Ice Cream with Strawberries & Thick Cookie Swirl
5. Vanilla: Smooth Vanilla Ice Cream
6. Phish Food: Chocolate Ice Cream with Goopy Marshmallow, Caramel Swirls and Chocolatey Fish
7. Cherry Garcia: Cherry Ice Cream with Cherries & Dark Chocolatey Chunks
8. Coffee Coffee BuzzBuzzBuzz: Coffee Ice Cream with Espresso Bean Chocolatey Chunks
9. New York Super Fudge Chunk: Chocolate Ice Cream with White & Dark Fudge Chunks, Pecans, Walnuts & Fudge Covered Almonds
10. Triple Caramel Chunk: Caramel Ice Cream with a Swirl of Caramel & Chocolatey Covered Caramel Chunks
11. Chocolate Macadamia: Chocolate and Vanilla Ice Creams with Chocolatey Covered Macadamia Nuts
12. Sweet Cream & Cookies: Sweet Cream Ice Cream with Whole and Broken Chocolate Sandwich Cookies
13. Mint Chocolate Chunk: Mint Ice Cream with Chocolatey Chunks
14. Chocolate Therapy: Chocolate Ice Cream with Chocolate Cookies & Swirls of Chocolate Pudding Ice Cream
15. Strawberry: Strawberry Ice cream
16. Lemonade Stand Sorbet: Light & Zesty Lemon Sorbet
17. Berry Berry Extraordinary: Swirls of Blueberry Fruit Sorbet and Raspberry Fruit Sorbet
18. The final flavour remains to be given an Aussie 'twang' in a flavour naming contest but will comprise of malt ice cream with globs of peanut butter cookie dough and a peanut butter swirl

The Ben & Jerry's story:

Back in 1966, in a school gym class, Ben Cohen and Jerry Greenfield found they hated running but loved food. Years later in 1978, armed with a \$5 correspondence course in ice cream making, they opened their first scoop shop in a dilapidated gas station in Burlington, Vermont.

The duo soon became popular in the local community for the finest all natural ice cream. Ben had no sense of taste so he relied on what he called 'mouth feel', so big chunks of chocolate, fruit and nut became their signature. While they disagreed at times over the chunk size, they did agree that they wanted to enjoy themselves - as Jerry put it, 'If it's not fun, why do it?'

In the early days the boys were pretty bad at bookkeeping. After two months they closed the store and hung a sign that said, 'We're closed to figure out whether we're making any money'. And they weren't. But they learned a lot and by 1979, began wholesaling pints of ice cream out of Ben's VW campervan. The rest, as they say, is history.

Values:

Ben & Jerry's aims to make the best possible ice cream, in the nicest possible way. Using business as a tool for social and environmental change is just as important as sourcing the finest ingredients to make ice cream. So wherever possible, Ben & Jerry's sources ingredients from producers and suppliers who share similar values. This can mean anything from free-range eggs to sustainably produced dairy, to Fairtrade certified ingredients.

*Terms & Conditions:

Free ice cream promotion is open to anyone attending the Ben & Jerry's Scoop Shop at Hoyts, Broadway in Sydney on 2nd September 2010 between 5.00 and 9.00pm. Free movie ticket prize only open to persons dressed as their favourite movie star and attending the Scoop Shop on 2nd September 2010 between 5.00 and 6.00pm. The 100 most creative entries will win a ticket. Judging will take place at 6.00pm. Free movie ticket is valid throughout the remainder of 2010. For full terms & conditions go to: www.benandjerry.com.au