

# the FLAVORS

*What's your ice cream indiscretion? We asked a nationwide sample of 2,446 U.S. adults.*

*Nearly one in five Americans eats ice cream in bed.*

*One-fourth eats ice cream instead of a meal.*

*Over one-fifth share one container with two spoons and a loved one.*

*One in ten eats ice cream for breakfast.*

*One in six sneaks extra servings.*

Source: Harris Interactive, SM 12/02



## **Sinfully good flavors answer the question: “Have you been a little naughty today?”**

Indiscretion™ super premium ice cream is made with the finest ingredients, originality and an understanding of what today's consumers want in their ice cream experience. Each flavor has been carefully developed to capture their desire for creamy, rich ice cream blended with an array of sensuous textures.

### **AFTER DARK**

UPC Code: 75767- 45804

*Experience the elegant union of Dark Chocolate Mousse ice cream entwined with succulent raspberries and soft dark cocoa flakes.*

### **HIDDEN RICHES**

UPC Code: 75767- 45800

*Seek the sensuous touch of creamy Mascarpone Cheese ice cream layered with tart marion blackberries, rich cheesecake spirals and flaky phyllo dough.*

### **MIDNIGHT RENDEZVOUS**

UPC Code: 75767- 45805

*Escape into the dark delights of Mocha ice cream fused with ribbons of espresso and morsels of fudge coated almond biscotti.*

### **PURE SURRENDER**

UPC Code: 75767- 45803

*Enter the intoxicating world of sinfully rich, pure Vanilla ice cream.*

### **SPELLBOUND**

UPC Code: 75767- 45801

*Disappear into the icy magic of sweet Blood Orange sorbet swirled with exotic Prickly Pear and Marula Fruit ice cream.*

### **SWEET REVENGE**

UPC Code: 75767-45802

*Surrender to scrumptious caramelized Banana and Rum-flavored ice cream spun with banana slices and ribbons of brown sugar.*