

# the HISTORY

*Ice cream is not a food.  
It is an experience.*

*Women make 80% of all  
purchase decisions. 24% of  
women name ice cream as  
the grocery product that  
excites them the most.*

Source: Integer Group, 2002



*indiscretion*<sup>™</sup>  
LUSCIOUS ICE CREAM<sup>™</sup>

## New super premium Luscious Ice Cream<sup>™</sup> taps into desires of consumers



Gayle Perry has ice cream in her blood. Her family has been the force behind Perry's Ice Cream, Upstate New York's most popular ice cream company for more than 85 years. As consumer advocate for Perry's, Gayle knows why people—especially women—love ice cream.

“For many people, ice cream is all about indulgence in a world that is sometimes very harsh. It is the food equivalent of a great romance novel or movie. It is pure escapism with just a touch of fantasy,” she says.

That's why we created Indiscretion<sup>™</sup>, a new luscious super premium ice cream line designed to satisfy America's favorite food indulgence. Indiscretion<sup>™</sup> is all about passion and pleasure. Packaged in rich purple pints, flavors have been selected specifically to highlight ingredients known for sensuous textures and tastes.

“We talked with hundreds of ice cream lovers not only about why they eat ice cream, but also where and with whom,” says Gayle “We were surprised how many people eat ice cream alone, in bed or even for breakfast. It's the food they turn to when life and love lets them down or has them smiling. And let's face it—if indulging in your favorite ice cream is as naughty as you're going to get, then you are living a life you should be proud of.”