



## FOR IMMEDIATE RELEASE

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### **Celebration Foods Launches New SNICKERS® Ice Cream Cake**

*- New product to be showcased at the International Dairy Deli Bakery Association Expo -*

Rocky Hill, CT (April 18, 2006) – Whether it is served at home or brought to a party, anyone that likes SNICKERS or the combination of caramel, chocolate and peanuts will enjoy Celebration Foods new SNICKERS ice cream cake, made from 40 fl oz of Carvel® creamy peanut butter ice cream, SNICKERS candy pieces, caramel swirl, chocolate crunchies, coated in milk chocolate and shaped like an over sized SNICKERS Bar. The new product is now available in over 8,500 supermarkets and 500 Carvel retail stores nationwide, and will be showcased and sampled at Celebration Foods exhibit booth #2635 at the International Dairy Deli Bakery Association Expo, June 11-13, 2006, at the Orlando Convention Center in Orlando, FL.

This is the second licensed SNICKERS product and the third product introduction of the company's licensing agreement with Masterfoods, USA. The company introduced a Snickers Game Ball® (unique football shape) ice cream cake in November 2005 and previously an M&M'S® Character ice cream cake featuring M&M'S MINIS® Milk Chocolate Candies in July 2005.

“The unique oversized candy bar shape is another example of the company's steadfast commitment to remain the ice cream cake category leader and innovator.” said Craig Hall, chief operating officer of Celebration Foods. “Celebration Foods is dedicated to continue the Carvel tradition of high quality, fun and innovative products consumers have come to love and trust; and is why Carvel has an outstanding 90% repeat purchase intent<sup>1</sup>.”

### **About Celebration Foods**

Celebration Foods, a division of FOCUS Brands, Inc., and formerly Carvel Corporation, is the marketer, manufacturer and distributor of leading high quality frozen desserts, including, Carvel ice cream cakes and desserts. They are the market leader in the ice cream and ice milk frozen desserts category with distribution now reaching over 40 states in leading supermarkets, super centers and club stores. In addition, Celebration Foods offers co-branded solutions for its retail partners and low temperature distribution solutions for other manufacturers. For more information on Celebration Foods visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

<sup>1</sup> Carvel Usage & Attitudes Study, 2002

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