



## FOR IMMEDIATE RELEASE

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### **Celebration Foods Launches New Velvet Fudge Ice Cream Cake** -A newly decadent Carvel<sup>®</sup> ice cream cake

Rocky Hill, CT (March 29, 2007) – Celebration Foods is proud to announce the arrival of their most decadent Carvel<sup>®</sup> ice cream cake to date, Velvet Fudge. This irresistible and appealing 36 fl oz ice cream cake is made with Carvel's creamy vanilla ice cream with swirls of rich, dark fudge, chocolate crunchies, covered in velvety smooth dark chocolate decorated with creamy whipped frosting and accented with chocolate pieces. Velvet Fudge is perfectly sized for dinner parties or occasions that call for a special dessert. The suggested retail price is \$10.99 and is available for a limited time this spring at most supermarkets, super centers, and club stores that carry Carvel<sup>®</sup> ice cream cakes and rolls.

"Consumers are really going to fall in love with this cake" said Celebration Foods' Chief Operating Officer Craig Hall. "Velvet Fudge is about bringing the indulgent dessert experience found in upscale restaurants into consumers' homes." Hall adds, "We believe that this limited edition flavor continues us on our great track record with new products, adding excitement, and new trial occasions to our well established product portfolio."

#### **Celebration Foods**

Celebration Foods, a division of FOCUS Brands, Inc., is the marketer, manufacturer and distributor of leading high quality frozen desserts for all occasions, including, Carvel ice cream cakes and desserts. Headquartered in Rocky Hill, CT, Celebration Foods is the market leader in the ice cream and ice milk frozen desserts category with a 65% share and distribution now reaching over 43 states in leading supermarkets, super centers, and club stores. For more information on Celebration Foods visit [www.celebrationfoods.com](http://www.celebrationfoods.com).

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