



## PRESS RELEASE

### 2008 New flavours & Birthday Celebrations

March 2008

The Purbeck Ice Cream team have launched some innovative and exciting new flavours for 2008 including a sublime and delicious Matcha Tsuki Green Tea Ice Cream and three superb and somewhat trendy Sorbets. Pomegranate ~ a refreshing and healthy choice, Quince ~ fresh and light with a tangy bite and, in honour of our 20<sup>th</sup> Birthday celebrations ~ Bucks Fizz. These flavours join our existing portfolio of great British, Multi Award Winning products made with fun, love and passion.

All our ice creams are made on our Dorset farm in the rolling hills of Purbeck using local fresh milk and thick double cream whilst our Sorbets are made with local spring water and all have only the very best natural ingredients, no artificial anything, no added colours, no GMO's, eggs, gluten or nuts and are suitable for vegetarians!

We are a twenty-year young established company with forward thinking ideas full of fresh approaches to ever changing situations. With continual investment in state of the art equipment, we have developed a streamline process to satisfy and surpass the ever-increasing demand for our natural and unique produce.

Our small and friendly team is dedicated to the environment, committed to sustaining the beautiful countryside around us. Last year we planted our first traditional cider apple orchard and will be adding an additional 100 trees this year. We reduce, re-use and recycle 95% of everything in an effort to offset our carbon footprint whilst encouraging our suppliers to match our eco friendly ethos.



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Visuals available on request.