



FOR IMMEDIATE RELEASE

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**Liquor Ice Cream – The Newest Advance in Ice Cream cannot be called Ice Cream, because it's intoxicating, containing 20% distilled spirits...**

**MINNEAPOLIS, MINNESOTA** – The Ice Cream Bar, Inc. has invented the world's first liquor ice cream called Blend's®. Blend's® Liquor Ice Cream contains 20% distilled spirits (real liquors and liqueurs), with the flavor/type depending on which cocktail, and 80% super-premium ice cream. The new technology was originally invented at the University of Minnesota Pilot Plant at the Department of Food Science and Nutrition in 1994 by leading food scientists – including Charlie Pyne, who advanced the technology for Bailey's Irish Cream. Scientists were Daryl Orris, PhD, lead researcher, Rylon Chappell, PhD, Charlie Pyne, PhD, Ray Miller, MS, and David Smith, PhD.

The company has test marketed the product and is now offering its *common shares* to launch the product – a private placement through its corporate attorney: William A. Blonigan, P.A. at [bloniganlaw@tcemedia.com](mailto:bloniganlaw@tcemedia.com) - see [www.blendsicecream.com](http://www.blendsicecream.com) investment presentation, telephone 763-781-3451. The company has its formulas and method of manufacture on file with the TTB (ATF) it is regulated by the TTB and FDA.

Blend's® Liquor Ice Cream – cannot be called Ice Cream because it's intoxicating containing 20% distilled spirits, which is more than one half of one percent alcohol by volume (.05%) allowed by ATF/TTB and FDA for tax and controlled substance purposes. It has lost its designation as ice cream because it contains the same volume of alcohol as most distilled spirits mixed drinks; and has been classified as a distilled spirits product subject to both Federal Excise Tax (FET) and State Excise Tax (SET). It can only be sold where beverage alcohol can be sold and only by licensed beverage alcohol retailers and foodservice operators. While it has the same texture and handling methods as regular ice cream it is none-the-less considered distilled spirits because it is intoxicating. The liquor ice cream is made in classic ice cream drink flavors such as Blend's® Grasshopper, Blend's® Brandy Alexander, Blend's® Whiskey & Cream, among 33 other liquor ice cream flavors in total. Several major retailers are now interested in carrying the product.

**FOR MORE INFORMATION CONTACT:**

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*Blend's® ... the original liquor ice cream® made in classic ice cream drink flavors.*

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