



# THE DISTILLED SPIRITS REVOLUTION.

*Women Will Be  
Storming Your Stores!*

## RETAILER BENEFITS:

- **Huge Sales Potential** - Ice Cream is a \$19.4+ Billion Dollar U.S. Growth Industry. The USDA reports that every person in America consumes 5 gallons of ice cream annually. Blend's® is unique, one-of-a-kind, the only intoxicating ice cream in the World! Isn't it time you start growing your distilled spirits section, too!
- **High Price Points Deliver High Profits** - With high SRPs, year 'round special occasion sales; Traditional peak sales period (May-September), and Holiday sales (October-January), Blend's® are high volume, high profit producers.
- **Incremental Volume and New Consumers** - As a growing new category, Blend's® brings new consumers and dollars into your stores for incremental volume and sales gains. Once in your stores these new customers are likely to make additional planned and impulse purchases.
- **Blend's® is Growing the Distilled Spirits Category** - By creating a new usage for distilled spirits, many consumers will be tasting liqueurs and liquors for the first time, and in the very favorable mix medium of ice cream! Blend's® is creating a new consumer appreciation for distilled spirits - it's a distilled spirits revolution!



*Distilled Spirits Cocktails, frozen solid*

## So New...It's R

BLEND'S® IS The Original

- **Blend's® Makes the Classic Ice Cream Drink Convenient:** Uses the same recipes as America's finest bars and restaurants - quality liqueurs and liquors in rich, super premium ice cream. While it looks like ice cream ATF says it isn't because it's intoxicating. The ATF and FDA have classified Blend's® as distilled spirits.

*Blend's Grasshopper™ makes the perfect after dinner drink. These classic after-dinner drinks make any meal an occasion.*

*Blend's Grasshopper™ Pie. This is the ultimate grasshopper pie, when made with Blend's Grasshopper™ it's the spirited adult dessert!*

*Blend's Grasshopper™ right out of the package is a great adult treat. Serve frozen in a dish, just as you would serve traditional ice cream.*



## The Classic Ice Cream Dr

# CREAM BAR™

# Blend's®

*Available in Classic Ice Cream Drink Flavors.*

## Revolutionary!

*Adult Ice Cream® Drink.*

- **Preferred Taste and Texture:** Ready to eat or blend. Blend's® is hard like ice cream, but because Blend's® uses real liquors and liquors following traditional cocktail recipes, it's intoxicating. Classic and Nouveau specialty flavors make Blend's® one-of-a-kind, delivering consistent quality, appearance and taste.
- **Easy Storage and Handling:** Blend's® are handled just like ice cream and can be merchandised in a regular ice cream freezer.

### CONSUMER BENEFITS:

- **Blend's® are Unique** - Focus group research showed that 100% of all group members would buy this new product and that 100% would go to a liquor store to purchase Blend's®! Primarily consumed solid like ice cream; a scoop in a dish or as a cone, Blend's® can easily be blended into a delicious ice cream drink.
- **Blend's® are Convenient** - The portion controlled single serve cup is ready to eat or blend smooth with a spoon - contains all the liqueurs and liquors, nothing to add. Convenient sizes for every occasion: 100mL (single serve) and 1.75 Liters (Party size - perfect for making ice cream drinks and gourmet desserts like pies and cakes). Blend's® comes in all the classic ice cream drink flavors and specialty nouveau flavors - there is a favorite for everyone!
- **Blend's® Offers Consumers an Excellent Price/Value** - An 8-ounce Blend's® drink represents an outstanding value when compared to established drink prices - and Blend's® are always consistently high quality: contains all liqueurs and liquors in rich, super-premium ice cream. Ready to eat solid or blend.
- **Preferred Taste and Texture** - Taste-testing proved that all respondents enjoyed Blend's® distilled spirits cocktails, both as a drink or solid - and when they tasted their favorites, they rated them as excellent! Blend's® follow traditional recipes using only real liqueurs and liquors for each cocktail.

*Put a scoop of Blend's Grasshopper™ in your favorite coffee. Perfect anytime, share it with a friend, or make some new friends.*

*Gourmet desserts made with Blend's Grasshopper™ like this Ice Cream Cake, are the highlight of any special occasion.*

## nk... Made Convenient.™

# SO REVOLUTIONARY, IT WILL MAKE SALES HISTORY!

## *Classic Flavors The People Want!*

Blend's Almond Joey™  
Blend's Banshee™  
Blend's Brandy Alexander™  
Blend's Chocolate Grasshopper™  
Blend's Chocolate Monkey™  
Blend's Fuzzy Navel™  
Blend's Golden Caddy™  
Blend's Golden Dream™  
Blend's Grasshopper™  
Blend's Irish Coffee™  
Blend's Whiskey & Cream™

Blend's Irish Mint Cream™  
Blend's Menage a Trois™  
Blend's Whiskey Mud Pie™  
Blend's Peppermint Pattie™  
Blend's Pina Colada™  
Blend's Tropical Dream™  
Blend's Pink Squirrel™  
Blend's Rootbeer Float™  
Blend's Strawberry Shortcake™  
Blend's Toasted Almond™  
Blend's Tropical Dream™

Blend's Velvet Hammer™  
Blend's White Russian™  
Blends Yellow Bird™  
Blend's Watermelon™  
Blend's Key Lime Pie™  
Blend's Assorted™  
Blend's Buttered Rum™  
Blend's Blue Hawaiian™  
Blend's Frozen Orange™  
Blend's Blue Monday™  
Blend's Chocolate Liqueur™

•Ask your representative about available flavours and sizes.

## THE ICE CREAM DRINKS' HISTORY

Ice Cream Drinks are unique American inventions. Their history begins with the Irish potato blight of the 1850's and the resulting famine which brought the Irish to America. The Irishman brought with him his unique habit of taking his first whiskey of the night mixed with fresh dairy cream - half whiskey, half cream. The Irishman pointed to healthful aspects of the cream, but many believed he coated his stomach with the cream to consume more whiskey.

After the First World War the returning Doughboys brought liqueurs back from Europe. Thomas Edison electrified the east coast and useful gadgets, such as the blender, were invented. And women, now with the vote, began coming into bars, too. The time is 1920 in Boston or New York, the bartender now takes the whiskey and cream adds ice and blends it in the blender into a thick gelatinous consistency. Women seeing the cocktail ask for it. But it was far too strong at half whiskey and half cream. So the attentive bartender adds a shot of dark creme de

cacao for sweetness and the unique American invention known as the ice cream drink was created. From that one cocktail came the Grasshopper, Brandy Alexander, Pink Squirrel, Golden Cadillac, White Russian, et. al. Immediately there after ice cream was often exchanged for the ice and cream to sweeten the cocktail even more. Thus Ice Cream Drinks were invented in America.

Like the original invention Blend's® follow the same recipes used by America's finest bars and restaurants: Real liqueurs and liquors in rich super-premium ice cream. What makes Blend's® an even newer invention is that Blend's® is solid like ice cream, not semi-soft in a milk shake consistency like you find at bars and restaurants: Ready-to-eat solid, or to blend into a cocktail if you like. Only Blend's® is The Original Adult Ice Cream®; Only legal for adults. Sold only where liquor is sold because it uses real liqueurs and liquors to make each cocktail's flavor special.



*Join the Distilled Spirits Revolution...  
Order The Original Adult Ice Cream® Drink*

© 2002 The Ice Cream Bar, Inc., Minneapolis, MN, USA