



Press Release



Singular Craving...

What's better than one reason to love Maggie's cult status ice cream? 6 reasons! Adding to her eponymous ice cream range, Maggie has created ready-to-eat ice creams as the perfect size for any individual craving, no matter when that might strike; beach side, on a picnic blanket or for your own home-movie night. And because Maggie's famous ice cream has been dressed in a lustrous chocolate coating, it makes for a delicious dessert after any meal.

And if sharing isn't an option, Maggie's latest offering may be the perfect answer – all without compromise to the ice cream we know and love, including Burnt Fig, Honeycomb & Caramel, Chocolate & Salted Caramel, Rich Vanilla Bean and Affogato. For Maggie, the decision to add ready-to-eat ice creams into the mix was an easy one, "There is something wonderful about sharing a favourite dessert, and there is something equally as delicious about a treat that is just for one. For all the times you have a singular craving for your favourite flavour of my ice cream, the permission to indulge now comes in the perfect size, so you can treat yourself wherever and whenever the mood strikes. And I love the nostalgia of ice cream on a stick; completely self-contained, without the need for a bowl or spoon!"



Each of the ice cream flavour choices sits under a blanket of smooth rich chocolate, with Maggie's indulgent trademark of real cream, ripe fruit and premium inclusions. May we suggest a dedicated permanent space in your freezer to ensure your ice cream fix is always in easy reach? Because we all know ice cream season runs the year round, after all.

You will find the ice cream at your local gourmet store and independent supermarket from the 28th of September. The ice cream sticks will also be stocked in Woolworths from the 26th of October. High resolution product images are available from the press section of our website www.maggiebeer.com.au/press

Should you wish to receive a sample of the product please contact:

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