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Press Release
For Immediate Release

Ben & Jerry's launches *Chocolate Macadamia*, a new flavor With A Mission

The Vermont ice cream maker swirls ethics and flavor lovingly together for a moovelicious new Values-Led taste!

11 March 2009, Singapore – Singaporeans can dazzle their taste buds while delighting their souls with Ben & Jerry's new flavor *Chocolate Macadamia*, launching island-wide on 23 March. A scrumptious concoction of double dip chocolate and vanilla ice cream layered with a crunchy twist of drool-worthy chocolate covered whole macadamia nuts, *Chocolate Macadamia* is a super-duper yummilicious Values-Led flavor picked, milked, packed and mixed with love, ethics and nuts!

Chocolate Macadamia is Ben & Jerry's most complete Values-Led product to date. The flavor gurus at Ben & Jerry's have consciously concocted a collection of moophoric ingredients, which are sourced conscientiously, including cocoa from Santa Domingo, vanilla from Indonesia, and sustainably produced macadamia nuts from Malawi, all blended together with dairy from farmers who have pledged not to treat their cows with rBGH*. This new flavor With A Mission is launching under Ben & Jerry's global campaign, *It's What's Inside That Counts*.

The *It's What's Inside That Counts* campaign is an effort to raise awareness about how Values-Led sourcing helps to improve the lives of farmers, families and communities across the world by supporting Fair Trade suppliers. What's more, for the do-gooders and chew-gooders of the world, Ben & Jerry's has come up with the world's first ever globalicious consumer contest, *Do The World a Flavor*, where aspiring flavor-makers can enter their own ice cream concoction. The winning flavor will be produced and launched globally in 2010.

Ben & Jerry's Singapore Hangout
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Moo-site: www.benjerry.com.sg

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“Values never tasted so good, and we’re delighted to bring *Chocolate Macadamia* and the *It’s What’s Inside that Counts* campaign to Singapore for a truly moo-niversal ice cream experience, sourced and created with love and care!” said Ben & Jerry’s Singapore Brand Champ, Benjamin Tng.

“The *It’s What’s Inside that Counts* campaign aims to promote a conscientious consumer culture in Singapore by reminding people that what we eat matters to our health, the environment, and affects the lives of people around the world. You could say that *Chocolate Macadamia* is the world’s yummiest mission statement,” finished Tng.

For do-gooders & chew-gooders – Do the World a Flavor Contest

Ben & Jerry’s is challenging ice cream fans all over the world with a chance to create the next Ben & Jerry’s flavor. Whip out your creative cone and drum up your dream flavor using the online flavor generator on Ben & Jerry’s Singapore website, www.benjerrys.com.sg, and concoct a superbly cool new flavor! Participants can choose from an extensive list of ingredients while learning how Values-Led sourcing helps to improve lives.

Each participating country will have a winner who will receive a year’s supply of moovelicious Ben & Jerry’s ice cream, plus a seven-day trip to the Dominican Republic in November 2009, where they will get a rare chance to hang out with company co-founders Ben & Jerry and witness the benefits of Values-Led sourcing first hand at a Fair Trade farm. One lucky grand prize winner will see their awesomeness in action when their winning concoction becomes Ben & Jerry’s new flavor, available worldwide in March 2010. The *Do The World a Flavor* contest will begin locally on 14 April 2009 on the Ben & Jerry’s Singapore website, www.benjerry.com.sg. End date is 26 May, so hurry and enter now!

Mission a-chomp-lished!

Chocolate Macadamia will be available in scoop shops and grocery stores across Singapore starting 23 March and will join Ben & Jerry’s Values-Led pint line up, which to date includes *Vanilla*, *Coffee*, *Chocolate*, *Coffee Coffee Buzz Buzz Buzz* and *Chocolate Fudge Brownie*. Singaporeans can now be a part of a better world of chunks & swirls that are farmed fairly & frozen fabulously!

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Chock full of Info! Info! Info!

- Learn more about Ben & Jerry's Values-Led Sourcing in Annex 1
- Learn more about Ben & Jerry's Dairy Stewardship Alliance in Annex 2
- Learn more about Fair Trade in Annex 3

*Recombinant Bovine Growth Hormone (rBGH) is an artificial hormone that increases the risk of health problems in cows.

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About Ben & Jerry's:

Ben & Jerry's Homemade Inc., was founded in 1978 in a renovated gas station in Burlington, Vermont, USA, by childhood friends and dedicated activists Ben Cohen and Jerry Greenfield. The two friends started their ice cream careers with a \$5 ice cream making correspondence course from Penn State University and a \$12,000 investment (\$4,000 of which was borrowed).

They soon became popular in the local community for their innovative flavors, made from fresh Vermont milk and cream and large portions of whatever ingredients they felt tasted good on the day of making! While they both disagreed at times over flavor combinations, what they did both agree was that they were in this business to give something back to the community and have fun while they earn a living. As Jerry puts it "If it's not fun, why do it?"

What makes Ben & Jerry's Ben & Jerry's:

Fresh & extraordinary dairy: Wholly cow-created **milk & cream** from our farmer friends at the **St. Albans Co-op** who have promised not to treat their herds with bioengineered growth hormones. **All natural flavorings**, exceptional extracts & amazing purees.

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Colossal chunks & exquisite nibbles, specially selected for their “oh, my!” excellence. **Sensational swirls & wicked rich whorls** thick enough to lose your spoon in. The passion we have for creating **innovative flavors** and concoctions of uncompromisingly **high quality**.

What makes Ben & Jerry's Ben & Jerry's is the people dedicated to making sure every scoop of Ben & Jerry's delivers a **tastebud-boggling odyssey** great enough to take you all the way to the state of **euphoria**. Every time.

Ben & Jerry's Singapore:

Ben & Jerry's has been providing Singaporeans with moovelicious ice cream concoctions since 2004, when the very first scoop shop opened at the Singapore Zoo. Ben & Jerry's currently has 10 scoop shops island wide. Visit www.benjerry.com.sg for more information on what Ben & Jerry's has to offer locally and watch out for a new store opening in Singapore soon!

Scoop Shops:

- Dempsey
Blk 8, #01-14
- Great World City
#02-40A
- Raffles City
#B1-80
- The Cathay
#02-12
- United Square
#02-K1
- VivoCity
#02-135/136
- Sentosa
71 Siloso Rd, Siloso Point
- Jurong Bird Park
2 Jurong Hill
- Singapore Zoo & Night Safari
80 Mandai Lake Rd

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Annex 1

Values-Led Sourcing

Ben & Jerry's three part Mission guides us to use our business as a vehicle for progressive social, economic and environmental change. Ben & Jerry's Values-Led Sourcing (VLS) program integrates this Mission into the purchasing of our materials and ingredients. Our conviction is that we can help to create sustainable economic development, community well-being, and a healthy environment by building long-term, mutually beneficial relationships with suppliers who share our core values.

Principles:

To make sure our products are true to our Mission, we work on a daily basis under the following framework:

Sustainable farming: We support family farmers who take care of their animals and the land.

Fair partnerships: We work with partners who improve the lives of people in their communities.

Natural ingredients: We aim to use wholesome, natural ingredients of the highest quality.

Eco-footprint: We aim to minimize our impact on the environment, from cow to cone.

Peaceful activism: We support people taking action for a just and peaceful world.

Annex 2

Dairy Stewardship Alliance

The ice cream sold in Ben & Jerry's scoop shops is made from fresh milk and cream that comes from family farmers in Vermont's St. Albans Cooperative Creamery. You can't say the same thing about many other brands of ice cream, as most buy from the cheapest source they can find. We know who our farmers are, and many of them have been with us for over 20 years.


We never use milk or cream from cows that are treated with rBGH as it increases the risk of health problems in cows and we believe it's a step in the wrong direction towards a chemically-intensive, factory produced food supply. Ben & Jerry's was one of the first companies to oppose rBGH and we have asked farmers not to use it since the late 1980s.

Ben & Jerry's is helping Vermont farmers learn how to use leading-edge, sustainable methods on their farms. This project is called the Dairy Stewardship Alliance and its methods include: using alternative energy on the farm, building healthier soils, protecting water quality and biodiversity, improving animal welfare and supporting healthy rural communities.

In Europe, we have started a project called Caring Dairy which also helps farmers in Europe use leading-edge sustainable methods.

Annex 3

Fair Trade

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Fair Trade is a global movement to help small farmers in developing countries to compete and thrive in the global marketplace. Fair Trade certified ingredients cost a little more, but they're guaranteed to come from small farmers tending their own crops, not giant plantations paying low wages to migrant laborers. Ben & Jerry's does not pass the higher cost of Fair Trade ingredients on to our customers.

Fair Trade also means that farmers are pursuing environmentally sound techniques to grow and harvest their crops in a sustainable way.

Farmers selling Fair Trade products can earn more income, which allows them to stay on their land, reinvest in their farms and their future, and keep their children in school. It's a model that we believe is achieving the goal to make the global economy serve the needs of people, not the other way around.

Ben & Jerry's is one of the leading companies in the world using Fair Trade ingredients in a 'composite product.' It is much more complicated than selling fresh Fair Trade bananas or cups of Fair Trade coffee. In the new *Chocolate Macadamia* flavor, for example, we have to get Fair Trade certified cocoa powder and Fair Trade vanilla into the ice cream – and also make sure our supplier of macadamia nuts uses Fair Trade cocoa powder in their chocolate coating.

The largest purchaser of Fair Trade vanilla in the world, Ben & Jerry's was instrumental in getting vanilla certified as a Fair Trade crop and now we are using lots of it in our vanilla flavors around the world.