

Press Release
FOR IMMEDIATE RELEASE



Ben & Jerry's Chunk Fest Makes a Yumtastic Comeback!

14 September 2009, Singapore – Ben & Jerry's promised that it would be bigger, better, hipper & trippier and boy did they deliver! Chunk spelunkers all around Singapore eagerly turned up at Ben & Jerry's iconic event at the Marina Barrage on 12 September to be treated to a slew of moosic, games and tons of yummylicious ice cream from 2pm to 10pm. All in all, 15,000 people showed their support of Vermont's finest ice cream maker. As the sun shined on merrily all day, the masses grooved to moosic from the best local bands which had been handpicked by Ben & Jerry's and Jack & Rai! Chunk Tunes, the moosic performed at Chunk Fest was recorded live and the CD will be available for purchase from all Ben & Jerry's scoop shops nationwide from 19 October 2009 onwards at \$13.00.

12 Exclusive Chunk Fest flavors:

What's Ben & Jerry's Chunk Fest without ice cream? Ben & Jerry's brought 12 exclusive flavors for Chunk Fest's sophomore year in Singapore and received remokable support for *Goodbye Yellow Brick Road*, *Triple Caramel Chunk* and *Peanut Butter Cookie Dough*, amongst others. The other flavors were thoroughly enjoyed as well as everyone did not stay without ice cream for long.

THE VERMONSTER

Sixology rocked their hearts out as the opening moosic act, which led to the most exciting event – *THE VERMONSTER* challenge! Looks like team *Monster Truckers*, last year's winners had to give up their crowns to make way for the new Kings and Queens of *THE VERMONSTER* – team *Yellow Submarine*. They scooped, they slurped and they stuffed their faces with all 20 scoops of ice cream and 20 scoops of toppings in a record 59 seconds to emerge as this year's champions. The new Kings and Queens of *THE VERMONSTER* are entitled to free unlimited *VERMONSTERS* all year round at Ben & Jerry's VivoCity outlet. Yes, we know what you are thinking: you wished you had taken part.



Ben & Jerry's Singapore Hangout
111 Somerset Road, #16-05
(t): +65 6309 3888 • (f): 6735 7868
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If it's not fun, why do it?

It was fun, fun, fun all day as everyone rocked out to the best of local moosic, played the *Giant Twister*, furrowed their brows in frenzy playing *Spot The Difference* and had to make quirky guesses during *Guess What?*.

“Ben & Jerry’s, apart from concocting the most premium high quality ice cream and giving back to the community, has always been dedicated to having fun!” said Benjamin Tng, Ben & Jerry’s Brand Champion. “We are astounded by the support we received this year for Chunk Fest and we will keep spreading Peace, Love and Ice Cream; so watch out for more of our moovellous events all year round,” he continued.

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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.

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**.



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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.

Ben & Jerry's Scoop Shops:

- **Dempsey**
Blk 8, #01-14
- **Great World City**
#02-40A
- **Orchard Central**
#08-02
- **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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