

## Ben & Jerry's Rolls Out New Flavors



Ben & Jerry's Announces New "Cores" Pint Flavors. (Photo: Business Wire)

BURLINGTON, Vt. (Business Wire) — With the nation caught amidst an impressive winter, complete with polar vortexes, feet of snow in some places and a country-wide cold snap, there's one sure sign that spring can't be far away... [Ben & Jerry's](#) [1] proudly announces its brand new line with four new flavors, and the company believes it will resonate resoundingly with its "core" consumers.

The "Core" line is modeled off Ben & Jerry's popular Karamel Sutra flavor. The concept includes a core center down the middle of each flavor, which in most cases perfectly compliments the two super-premium ice creams that are packed into every pint. Every Core flavor adds another component the company has become famous for: chunks, which add another layer of flavor and texture. Can you say: "Super Premi-YUM?"

The flavors were created by Ben & Jerry's team of Flavor Gurus at the company's headquarters in Vermont. "We are always looking to make something bigger and better for our fans," said the lead flavor developer, Eric Fredette. "We wanted to blow out the concept of fun flavors, chunks and swirls and take it over the top," Fredette added.

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The four new Core flavors include:

- Hazed & Confused: Chocolate & Hazelnut Ice Creams with Fudge Chips and a Hazelnut Fudge Core
- That's My Jam: Raspberry & Chocolate Ice Creams with Fudge Chips and a Raspberry Core
- Peanut Butter Fudge: Chocolate & Peanut Butter Ice Creams with mini Peanut Butter Cups and a Peanut Butter Fudge Core
- Salted Caramel: Sweet Cream Ice Cream with Blonde Brownies and a Salty Caramel Core

Fans who've been lucky to have a sneak peek are quick to point out that each pint becomes a personalized eating experience customized by the consumer. Those who want some of the core fudge, caramel or real raspberry jam in every bite can make it happen. Those who like eating one flavor of ice cream at a time, and then save the core center as a treat at the end have found the right product for themselves. And for those who like to eat the sweet spot out of life, first, the "tunnelers" as they're known, can pop the lid, grab a spoon and get right to business.

All four of the new fulltime Core flavors will be available in pints beginning in February 2014 (MSRP: \$4.39 per pint). Handmade Core Sundaes featuring a core of hot fudge or caramel between your two favorite flavors will be available in Ben & Jerry's Scoop Shops beginning this spring.

As excited as the progressive Vermont ice cream maker is to introduce a new line of Core flavors, the team is equally proud that these four new flavors walk the socially responsible sourcing talk. The Cores are the first full line of Ben & Jerry's innovations to be 100% Fairtrade certified and made with Non-GMO sourced ingredients.

For more information about the Cores, or Ben & Jerry's commitment to transition fully to Fairtrade certified and non-GMO sourced ingredients in 2014 please visit [www.benjerry.com](http://www.benjerry.com) [2].

### *About Ben & Jerry's*

*Ben & Jerry's produces a wide variety of super-premium ice cream and ice cream novelties, using high-quality ingredients including milk and cream from family farmers who do not treat their cows with the synthetic hormone rBGH. The company states its position on rBGH\* on its labels. Ben and Jerry's products are distributed nationwide and in selected foreign countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry's Scoop Shops, restaurants and other venues. Ben & Jerry's, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing product quality, economic reward and a commitment to the community.*

*Contributions made via the employee-led Ben & Jerry's Foundation in 2012 totaled \$1.8 million. Additionally, the company makes significant product donations to community groups and nonprofits both in Vermont and across the nation. The purpose of Ben & Jerry's philanthropy is to support the founding values of the*

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*company: economic and social justice, environmental restoration and peace through understanding, and to support our Vermont communities. For the full scoop on all Ben & Jerry's Scoop Shop locations and fabulous flavors, visit [www.benjerry.com](http://www.benjerry.com) [3].*

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