

Public Relations Copywriting

Client: Mini Melts Canada

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Mini Melts Bring Ice Cream Into the 21st Century

Mini Melts Canada introduces the Great White North to Mini Melts, the innovative, and delicious, ice cream treat that has already taken the U.S. and Europe by storm.

Mini Melts are kernels of premium ice cream, frozen at extremely cold temperatures to lock in the natural flavours used in the patented manufacturing process. "The world's coldest ice cream" creates a unique melt-in-your-mouth sensation that's the perfect fit for frosty Canadians who boast the third highest per capita consumption of ice cream in the world. Think of it like designer Popcorn Ice Cream with an extra kick of taste wrapped up in a silky texture.

Classic flavours such as vanilla, chocolate and strawberry are joined by new favorites like coffee, mango, cotton candy, and more. And each of the three sizes comes served up in a colourful bowl to create "The Ice Cream Dream."

"Mini Melts bring ice cream into the 21st century," says Randy Bogus, President of Mini Melts Canada. "Our special technology and hand-picked ingredients mean a better sensation and flavour experience for all the modern ice cream lovers out there in Canada. It's about time we had something new and exciting in the world of ice cream."

Mini Melts Canada is headquartered in Mississauga, Ontario, and is part of Mini Melts International's global network of manufacturing facilities and operations in over 15 different countries.

Currently, Canadian Mini Melt retailers can be found in mall kiosks as well as at fairs and special events in Ontario and BC, with more locations in the immediate works. To discover where you can wrap your taste buds around the novelty of Mini Melts, go to www.mini-melts.ca.

Suggested retail prices: regular serving (6 oz.) is \$2.95; large (12 oz.) is \$4.95; super-size (18 oz.) is \$6.95.