



**FOR IMMEDIATE  
RELEASE**

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### **Liquor Ice Cream Débuts in Tokyo**

**TOKYO, JAPAN** – Blend's® Liquor Ice Cream is debuting for the first time in Japan on February 1<sup>st</sup> Wednesday through the 3<sup>rd</sup> Friday, 2012 at JSSA, the 46<sup>th</sup> Annual Super Market Trade Show; held in Tokyo, Japan at the Tokyo International Exhibition Center (Tokyo Big Sight), East Halls. Blend's® will be in the USA Pavilion in booth number 6-205 (East Hall #6). The organizer is the New Supermarket Association of Japan (NSAJ) a benevolent corporation that has a close relationship with the Ministry of Economy, Industry and Trade. Half of all supermarkets in Japan are the members of NSAJ, whose total revenue comes to 10 trillion JPY. It is the biggest food related supermarket association in Japan. The 46<sup>th</sup> Annual Super Market Trade Show is open to the trade of approximately 410 supermarkets / 7,000 shops and about 700 supporting members - manufacturers, wholesalers and related companies, from all across Japan.

Blend's® Liquor Ice Cream is a frozen solid value-added dairy product that contains 20% distilled spirits (real liquors and liqueurs), with the flavor/type depending upon which cocktail flavor, and, 80% super-premium ice cream. The new technology was originally invented by leading Food Scientists at the University of Minnesota, Pilot Plant, at the Department of Food Science in 1994. See [www.blendsicecream.com](http://www.blendsicecream.com) for more...

The U.S. Agricultural Trade Office, American Embassy Tokyo, sponsors a USA Pavilion where Blend's® will be in booth number is 6-205 (East Hall #6) registered under: The Ice Cream Bar, Inc., within Food Export - Midwest/Northeast space. Food Export Association of the Midwest USA [www.foodexport.org/](http://www.foodexport.org/) is a non-profit organization that promotes the export of food and agricultural products from the US Midwestern region. The United States Department of Agriculture's Foreign Agricultural Service works to improve and open foreign markets for U.S. agricultural, products, and to improve the competitive position of U.S. agriculture in the global marketplace: [www.usdajapan.org/](http://www.usdajapan.org/)

#### **FOR MORE INFORMATION CONTACT:**

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*Blend's® ... the original liquor ice cream™ ... made in classic ice cream drink flavors.*  
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