



FOR IMMEDIATE RELEASE

July 7, 2011

**LIQUOR ICE CREAM IS TO BE PRESENTED TO
FOOD BUYERS FROM AROUND THE WORLD**

MINNEAPOLIS, MINNESOTA – The Ice Cream Bar, Inc., is presenting its Blend's® Liquor Ice Cream Products at the *Midwest Food Buyers Mission* held at the Radisson Hotel in Minneapolis on Tuesday, July 26, 2011: it is sponsored by the Food Export Association of the Midwest USA and the Minnesota Dept. of Agriculture. The International Food Buyers Include: Ms. Lan Wenzia, Purchasing Manager, BEIJING FORTUNE ROAD LIMITED COMPANY, China; Mr. Tony James, WORLDWIDE SPECIALTY FOODS LTD., Canada; Mr. Takeshi Hatanaka, Supermarket Team, DAIMARU KOGYO, LTD., Japan; Mr. Melvin Neo, Managing Director, KAISER FOODS SINGAPORE PTE. LTD., Singapore; Mr. Ricardo Bonuccelli, RIO DE JANEIRO, BRAZIL, SUPER MERCADO ZONA SUL S/A, Brazil; Mr. Jahyang Kim, Head of Global Sourcing, NARA CORPORATION, Korea – are among the many International Food Buyers to attend.

Food Export Association of the Midwest USA is a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States. The organization was first created as a cooperative effort between 12 Midwestern state agricultural promotion agencies and the United States Department of Agriculture's Foreign Agricultural Service (FAS).

Blend's® Liquor Ice Cream 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 at the University of Minnesota, Pilot Plant, at the Department of Food Science and Nutrition in 1994. The company has test marketed the product and is now offering its *common shares* to launch the product internationally – a private placement through its Corporate Attorney: William A. Blonigan, P.A. at bloniganlaw@gmail.com - see www.blendsicecream.com investment presentation. The company has its formulas, labels, and method of manufacture on file with the US TTB.

FOR MORE INFORMATION CONTACT:

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(Product photos available)

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