

# Mercer's Wine Ice Cream

the ultimate pairing

Since the 1950s, generations of customers have been enjoying the finest in ice cream from Mercer's Dairy. In January of 2002, Quality Dairy Farms, Inc., a group of nine farm families from Lewis and Jefferson Counties, purchased Mercer's Dairy with the vision to showcase their premium quality products. Since then, this close-knit group of farms has been honored with numerous "Dairy of Distinction" awards, as well as prestigious Empire State "Super Milk" quality awards.



In 2006, Mercer's mastered the art of blending luscious ice cream with superb wine to create an incredibly elegant adult dessert, Mercer's Wine Ice Cream. We are proud to be the pioneer in the ice cream industry bringing you this exciting creation. Each wine is hand-picked and blended with only the freshest ingredients. Mercer's invites you to try our newest dessert innovation for an experience your taste buds won't soon forget.

#### FLAVORS:

**Ala Port** - white base blended with Port wine

**Cherry Merlot** - white base with Bordeaux cherries blended with Merlot wine

**Chocolate Cabernet** - chocolate base with bits of bittersweet chocolate blended with Cabernet wine

**Peach White Zinfandel** - white base with variegates of fresh peaches blended with White Zinfandel

**Red Raspberry Chardonnay** - white base blended with raspberry sauce and Chardonnay

**Royal White Riesling** - white base blended with Riesling

#### ALCOHOL CONTENT:

12% cream product with up to 5% alcohol by volume  
Must be of legal age to consume alcohol

#### PACKAGING:

US: Pint, 5 Quart, and 3 Gallon  
Metric: 473 mL, 4.73 L, and 11.353 L

#### CALORIES:

210 to 310 calories per 1/2 cup (73g) depending on flavor

#### GEOGRAPHIC DISTRIBUTION:

USA, The Netherlands, and England

#### HEADQUARTERS:

Mercer's Dairy  
Route 12  
Boonville, New York USA 13309  
Dalton W. Givens, Director of Distribution

#### INTERNATIONAL REPRESENTATIVE:

American Food Service, B.V.  
Gageldijk 9, Hal 9  
3602 AG Maarssen, The Netherlands  
Gerard Chin-A-Kwie, President

#### RECENT AWARDS:

2008 American Masters of Taste  
Vallejo, California, USA  
2007—2008 American Package Design Award  
Awarded by Graphic Design USA  
Winner of Best New Product  
"Small Bite Big Taste" Competition  
The Great American Dessert Expo  
Atlanta, GA June 1—3 2007

#### INTERNATIONAL INQUIRIES:

[www.americanfood.nl](http://www.americanfood.nl)  
Gerard Chin-A-Kwie  
+31 (0) 30 - 261 36 04  
[gerard.chin@americanfood.nl](mailto:gerard.chin@americanfood.nl)



# Cheers!

#### USA INQUIRIES :

[www.mercersdairy.com](http://www.mercersdairy.com)  
Dalton Givens  
1.866.MERCERS (637.2377)  
[dalton.givens@gmail.com](mailto:dalton.givens@gmail.com)

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