

# Mercer's

# Wine Walkers™

the individual indulgence

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. IN 2011, WE FURTHER EXPANDED OUR PRODUCT LINE WITH THE INTRODUCTION OF THE FIRST FOR ADULTS ONLY NOVELTY LINE, THE WINEWALKER. 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 UNIQUE DESSERT INNOVATION FOR AN EXPERIENCE YOUR *TASTE BUDS WON'T SOON FORGET.*

## WINEWALKER™ FLAVORS

**CHOCOLATE CABERNET ICE CREAM SANDWICH:** Mercer's Chocolate Cabernet nestled between chocolate wafers

**RIESLING ICE CREAM SANDWICH:** Mercer's Riesling with bits of fresh pear nestled between vanilla wafers

**RED RASPBERRY CHARDONNAY ICE CREAM BAR:** Mercer's Red Raspberry Chardonnay enrobed in dark chocolate

## ALCOHOL CONTENT

12% butterfat with 5% alcohol by volume  
Must be of legal age to consume alcohol

## CALORIES

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

## MERCER'S WINE ICE CREAM AWARDS

*2011 Trends & Innovations Award—SIAL China—Shanghai, China*

*2008 Wine Ice Cream World Taste Champion*

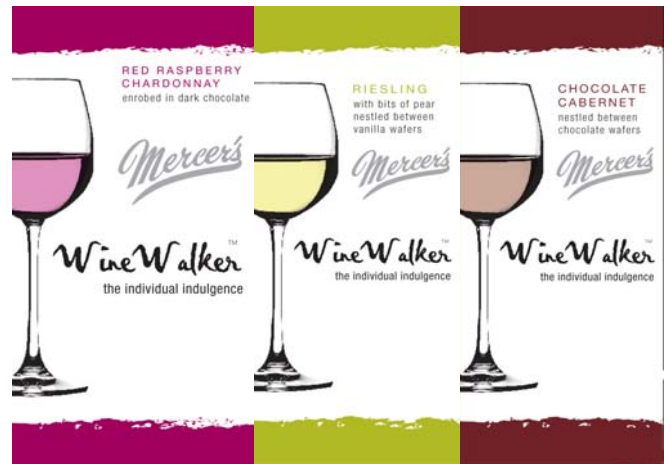
Awarded by the Masters of Taste

Chefs In America Awards Foundation—Vallejo, California, USA

*2007–2008 American Package Design Award*

Awarded by Graphic Design USA

*2007 Winner of Best New Product—"Small Bite Big Taste" Competition*  
The Great American Dessert Expo—Atlanta, GA



## INDIVIDUAL PACKAGING

4 oz (106g) ice cream sandwich & 2.6 oz (77g) ice cream bar

## WE BELIEVE IN KEEPING IT LOCAL

100% of the Cream & Milk used in our products is purchased from NY Dairy Farms

## WINE ICE CREAM FLAVORS

**CHERRY MERLOT:** Mercer's premium ice cream with Bordeaux cherries blended with a Merlot wine recognized for its plum and black cherry undertones

**CHOCOLATE CABERNET:** Mercer's premium chocolate ice cream with bits of bittersweet chocolate blended with a Cabernet wine filled with dried cherry & cassis notes

**PEACH WHITE ZINFANDEL:** Mercer's premium ice cream with fresh peaches blended with a White Zinfandel wine distinguished for its fruity undertones and pleasant finish

**PORT:** Mercer's premium ice cream blended with an award-winning Ruby Port wine appreciated for its rich, heavily-bodied flavor

**RED RASPBERRY CHARDONNAY:** Mercer's premium ice cream blended with raspberry sauce and a Chardonnay wine known for its delicate vanilla nose and buttery smooth taste

**RIESLING:** Mercer's premium ice cream blended with a Riesling wine prized for its fruity, crisp refreshing quality

# Cheers!

Product of the USA

## HEADQUARTERS

Mercer's Dairy  
13584 NYS Rt. 12, Boonville, NY 13309  
1.866.MERCERS (637.2377)  
www.mercersdairy.com  
Dalton Givens  
dalton.givens@gmail.com

## INTERNATIONAL INQUIRIES

www.americanfood.nl  
Gerard Chin-A-Kwie  
+31 (0) 30 - 261 36 04  
gerard.chin@americanfood.nl

