

# Wine Observer

## Who Wants Wine Ice Cream?

### Adult Dessert: Wine Ice Cream

**T**he growing popularity of wine has expanded into the ice cream market.

Mercer's Dairy Wine Ice Cream contains real wine, and, as such, buyers must be 21 years old to purchase it. Mercer's Dairy is based in Cortland, New York.

According to Mercer's, each wine is hand-picked and blended to create the following flavors: Ala Port, Cherry Merlot, Chocolate Cabernet, Peach White Zinfandel, Red Raspberry Chardonnay and Royal White Riesling. Mercer's Wine Ice Cream is a 12 percent cream product with up to 5 percent alcohol by volume. It is sold in pints, quarts and gallons. Until recently, Mercer's could not sell the Wine Ice Cream in New York, but recent legislation has changed that.

If wine ice cream's popularity in other countries is any indication, it will be a hot seller.

"It does extremely well overseas," said Roxaina Hurlburt, marketing director for Mercer's. "If you fly into the airport in the Netherlands, there's a banner hanging in the food court that says Mercer's Ice Cream and shows our wine ice cream."

For more information visit [www.mercersdairy.com](http://www.mercersdairy.com).

### A Different Take on Red Wine as a Cancer Fighting Agent

**S**tudies have found that moderate drinking of red wine can help prevent the development of certain cancers. At the center of the cancer prevention claim are the effects of resveratrol and other antioxidants, which can ward off damage



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