

CLIENT Humboldt Creamery

PROJECT Flavor descriptions

OBJECTIVE

Create imaginative ice cream flavor descriptions for client web site

BACKGROUND

Humboldt Creamery is a cooperative of dairy farmers that sells a variety of ice cream flavors. In conjunction with a new web site design, the company wanted to revise about 80 of its flavor descriptions to match its new branding.

Humboldt Creamery's ice creams include all the traditional varieties you'd expect (chocolate, vanilla, strawberry, etc.), plus a range of specialty flavors such as Goopy Cluster, Green Tea, and Marionberry Cobbler, to name a few.

To match the messaging of the web site, the company wanted descriptions that were fun and engaging, but also reinforce the freshness and quality of the product. Plus, some of the more unfamiliar specialty flavors needed added details on ingredients.



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See below for sample flavor descriptions.

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BUBBLE GUM



Why be satisfied with just one gum ball? Now you can have a whole scoop of sweet blue ice cream jam-packed with a bountiful rainbow of multi-colored bubble gum balls. Sure, you can chew the tasty gum balls if want. Just finish your ice cream *before* you try to blow any bubbles!

BUTTER PECAN



George Washington grew pecan trees. And while they say he chopped down a cherry tree as a young lad, he would never have harmed one of his precious pecan trees. That's because he probably used those tasty pecans as we do today — to create the buttery-rich nutty ice cream that's become an all-American classic.

CAPPUCCINO



Cappuccino seems to have a lot of Cs. You'll know why when you taste this captivating and creamy chilled coffee concoction. With the velvety texture and sweet aroma of the perfect cappuccino, this ice cream is the right choice when you're in the mood for something cool, classy, and chic.

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CHERRY PINEAPPLE BAR



You could hike deep into the forest to pick the sweetest ripest ruby red cherries ... and then, jet off to the tropics on a quest for a perfectly juicy golden pineapple. But that's a lot of trouble to go through when you could just grab one of our Cherry Pineapple Super Treat Bars. This is one frosty refreshing pop that really hits the spot!

CHOCOLATE



No flavor seems to bring out more passion than chocolate. And no wonder! Great chocolate brightens any day. True "choco-philes" that we are, we use only the finest cocoa beans and the freshest milk to create a pure creamy choc-o-licious delight. Some say it's divinely decadent. Others call it enticingly exquisite. What will you call it? Try some and see!

CHOCOLATE/VANILLA



For as long as there have been freezers, folks have been peering into them — mulling over that most important question of all ... chocolate or vanilla? Save yourself from indecision, and save a bunch of room in your freezer. Enjoy both heavenly vanilla *and* the divine decadence of pure milk chocolate in one premium ice cream. Think it over!

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COCONUT PINEAPPLE




Of all our flavors, this is one of the hardest ice creams for us to make. Ever try opening a coconut? Getting inside a pineapple isn't exactly easy either. But we're up to any challenge. And that means it's no trouble at all for you to enjoy a delicious fusion of two tropical delights in one premium ice cream.

COFFEE TOFFEE



Coffee ... Toffee ... The words rhyme well enough, but do the flavors? Absolutely! We start with rich all-natural coffee ice cream prepared from the finest coffee beans roasted to perfection. Then we add a dash of crunch — premium English-style toffee with that rich sweet buttery taste. Sure it rhymes ... it's a treat you can't beat!

COOKIES & CREAM



Admit it, you still do it. You know ... dip those chocolate sandwich cr me cookies into a glass of cold milk. Don't worry, we won't tell. But those crunchy cookies taste better when they're mixed into our rich premium vanilla ice cream. Whether you scoop the cookies out first or save them for later, our Cookies & Cream is the perfect treat for all ages.

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CREAMY ORANGE BAR



Cows don't know all that much about growing ripe juicy sun-sweetened oranges. And orange trees certainly don't produce the rich cream we use in our finest ice creams. So if it weren't for us, orange and cream would never come together to become a delicious ice cream bar that's one smooth citrus delight.

FRENCH VANILLA



Vive le France! Only *très chic* vanilla beans with the right style and class qualify for our French Vanilla. So smooth and luscious, you'll want to savor every rich spoonful. It's the perfect treat when you want an exotic, yet classic ice cream with that added dash of European elegance.

FUDGE BAR



While some people use the word "fudge" to mean "fake it," you just can't fudge fudge. At we can't. After all, we take pride in the way we make this refreshing treat using only the creamiest fudge we can get our hands on. It's one smooth, sweet, and oh-so satisfying bar of pure fudge delight.

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GOOEY CLUSTER



This is probably the gooiest ice cream on the planet ... and the crunchiest. We take roasted peanuts and cover them with a thick generous coating of dark chocolate. Then we surround them with heaping swirls of amber caramel and plenty of the fluffiest marshmallow ripple you've ever seen. Go ahead, dig in! Just have a few extra napkins on hand.

GREEN TEA



It's known as *matcha* ice cream in Japan – and its gentle nuanced flavor makes it a popular Asian dessert. You may have tried green tea, but one taste of these delicate tea leaves in a dish of bright green ice cream will have you craving more of this sweet, yet subtle, Japanese delight.

ICE CREAM SANDWICH



If it's been ages since you've enjoyed an old-fashioned ice cream sandwich, get in touch with your youth. Some start by eating the vanilla ice cream right along the sides – saving the yummy chocolate wafers for last. Others eat it like a sandwich. But however you enjoy one, this classic ice cream dessert always hits the spot. And best of all, no spoon to wash!

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KILLER CARAMEL



Why do we call it “Killer Caramel”? Because it kills that craving for your favorite candy and favorite ice cream in one satisfying dessert. Dig in. We’ve swirled heaping ribbons of gooey caramel into ... what else? ... sweet rich caramel ice cream. That’s double the caramel goodness in every delicious bite.

LIME SHERBET



Its citrus cousin, the lemon, seems to get better press. But that’s okay. It just leaves more of those zesty green limes for the rest of us. And we gather up all we can. After all, anyone who’s tried a cup of our refreshing Lime Sherbet comes back for more. Who wouldn’t? It’s delightfully tart, perfectly sweet, and one creamy frosty delight. Go green – with lime!

MAPLE NUT



Every spring sugar maple trees around the world are asked to give up a few gallons of their thick and sweet amber syrup. This rich flavor alone makes one smooth and satisfying ice cream. But we add a dash of crunchy nutty goodness that’s so delicious, you’re going to think you’re a real sap for not trying some sooner.

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MARIONBERRY COBBLER



Is there really someone named Marion who grows all these delightful ripe juicy berries? Not exactly. Marionberries are actually a variety of succulent blackberries that you'll find in deluxe jams and jellies. But you'll enjoy them even more in this all-natural ice cream, especially with the pieces of pie shell we add to create a true cobbler delight.

MOCHA ALMOND FUDGE



Why go to an expensive coffee joint when you can get a great mocha right from your freezer? We start with perfectly roasted mocha coffee with that hint of chocolate flavor, then add heaps of crunchy almonds. But we're not done yet! We add smooth ribbons of dark fudge to create an exquisite ice cream dessert that coffee lovers everywhere will enjoy.

NEAPOLITAN



Generations ago, someone in Naples just couldn't choose between rich chocolate, creamy vanilla, or delicious red strawberry ice cream. So they enjoyed all three ... and the rest is history. Now you can savor all three of these classic flavors in one satisfying dish. Can't make decisions? Make it easy - go Neapolitan!

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PEANUT BUTTER BAR



Satisfying those with a passion for peanut butter puts us in a perplexing predicament. Some call for creamy, others crave crunchy. So we invented one ice cream bar for everyone, surrounding creamy peanut butter ice cream with a generous shell of rich chocolate. Then we coat it all with heaps of perfectly roasted peanuts. This is true peanut butter paradise!

PINEAPPLE SHERBET



Just close your eyes as you enjoy a dish of our popular pineapple sherbet and visions of a calm afternoon on the sandy beaches at Waikiki will soon fill your mind and your spirit. With its uniquely tropical sweetness, this iced sherbet dessert is just as refreshing as a cool Hawaiian sea breeze. In fact, it's *miko-miko!* (Delicious!)

PISTACHIO ALMOND



Got a craving for nuts? We understand – and there's certainly no shortage of nuts around here. We mix a generous helping of tasty green pistachios along with heaps of perfectly roasted almonds into a rich premium ice cream. Taste it. It's so delightfully crunchy, you'll go ... well, nuts!

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RASPBERRY SHERBET



Nobody ever pronounces the “P” in raspberry, so why is it even there? Maybe it stands for “perfect.” After all, when we take these delightful fruity and plump red berries and turn them into a refreshing, yet tangy, creamy iced sherbet, that’s what you have ... the perfect dessert treat.

SPECIAL SPUMONI



It’s always a special occasion when you serve your guests our Special Spumoni – or just have some for yourself. To make this Old World classic, we layer nutty pistachio, exotic rum, and chocolate ice cream to create a tempting trio of flavors you’ll find just heavenly. Will you enjoy this old time Italian favorite? *Ovviamente!* (Of course!)

STRAWBERRY



Sure, you can go pick your own strawberries, but how many do you actually bring home? After all, it’s so tempting to gobble them all up right away. Resisting the allure of a plump red strawberry is practically inhuman, but we persevere. We have to, because more folks than ever want a dish of our strawberry ice cream made from only ripest and juiciest strawberries.

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STRAWBERRY SWIRL



One sunny day while out in the strawberry patch, we had a brilliant idea! Why not take only the juiciest of these scrumptious berries, turn them into heaping ribbons of sweet red ripples, and swirl them into our premium vanilla ice cream. But what to call it? Well, Strawberry Swirl explains it all. Try some when you're in that swirly strawberry sort of mood.

TOFFEE BRITTLE BAR



Ahh, the ultimate quest for the perfect dessert. Candy or ice cream? Now you can have both! We take toffee-flavored ice cream made from the finest molasses and butter and surround it with a yummy chocolate shell. Then we roll it over and over until it's all smothered in sweet English-style toffee. It's two delicious desserts in one great ice cream bar.

VANILLA



Vanilla lovers really get a bad rap. Too plain? Too conventional? Not around here! We make vanilla as it should be made – a heavenly delight that's both rich and intense, yet subtle and delicate. Now all of you vanilla lovers can hold your head high again, especially while you're enjoying a cup of this delicious premium ice cream.