

GET REAL!

Vanilla Flavored Reduced Fat Ice Cream Between Two Chocolate Flavored Wafers

BLUE BUNNY
QUALITY *Wells* SINCE 1913

BIG Vanilla

**REAL
ICE
CREAM**

Frozen Dairy Dessert

Nestlé

KINGSIZE

Sandwich

artificially flavored Vanilla

FROZEN DAIRY DESSERT

BLUE BUNNY
QUALITY *Wells* SINCE 1913

There is a **REAL** difference.

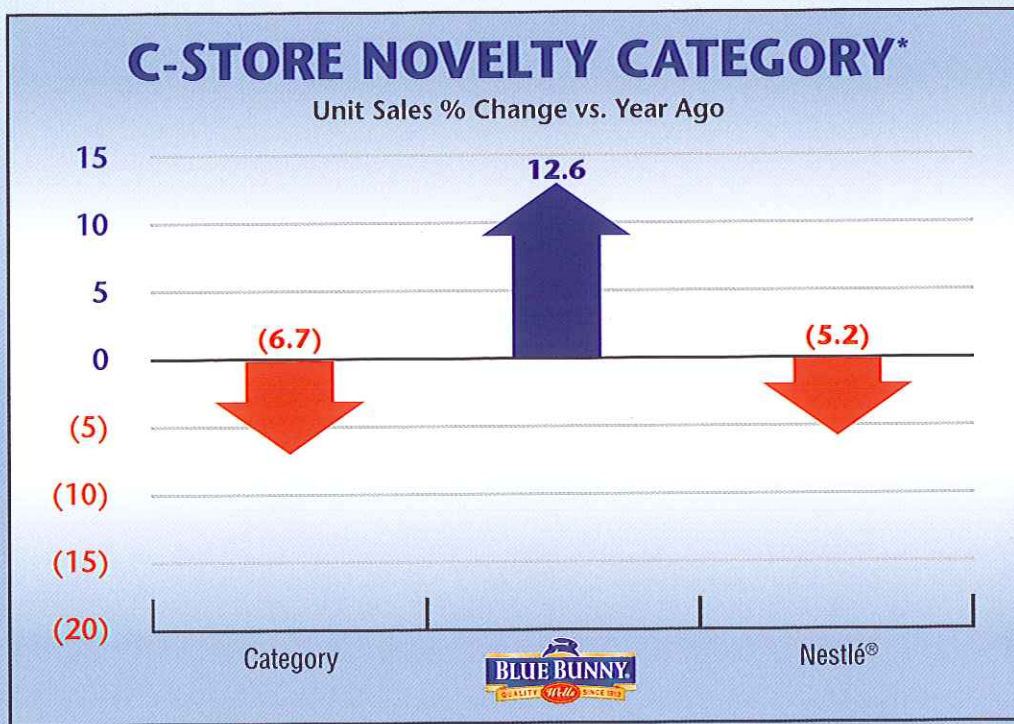
The "Nestlé Ice Cream" logo is a registered trademark of Societe des Produits nestlé S.A.

Some companies are turning their ice cream treats into
"frozen dairy desserts."

This means they're cutting back on ingredients.
Their products are no longer real ice cream.*

Are they passing any savings on to you?

GET REAL RESULTS WITH BLUE BUNNY!®



*Nielsen Convenience Channel Novelties, 12wks ending 1/23/2010



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1-800-762-1552

