



PRESS RELEASE

At the 2009 Fancy Food Show, Silver Moon Desserts debuts its Liqueur-infused ice creams and sorbets— simply heaven on earth.

LOS GATOS - January 15, 2009 – Silver Moon Desserts announced today the introduction of their artisan liqueur-infused ice cream and sorbets in the “What’s New, What’s Hot” category at the **2009 Fancy Food Show at San Francisco’s Moscone Center**, January 18-20, 2009. Silver Moon will be sampling their luscious desserts as part of the Savor California booth #411.

Silver Moon™ takes two after-dinner favorites — dessert and liqueur — and combines them to create truly unforgettable dessert experiences. The artisan flavors, made from fresh, natural ingredients and “top-shelf” liqueurs, please even the most polished palates.

Each spoonful of Silver Moon Frozen Desserts is an experience of “heaven on earth.” Some of the tempting Silver Moon flavors:

- Praline Irish Cream Ice Cream
- Crème de Mint Chip Ice Cream
- Pomegranate Martini Sorbet
- Mango Mimosa Sorbet
- Mojito Ice Sorbet

“We are thrilled to have Silver Moon participating in our Savor California booth,” said Jane St. Claire of **Savor California**, an association that showcases gourmet foods from all over California. “Finding and displaying unique, creative and delicious gourmet foods is our specialty, and Silver Moon shines in that category. Their ice cream and sorbets are absolutely divine.”

President and CEO of Silver Moon, Sheri Tate, is enthusiastic about participating at the Fancy Foods Show. “We have been fortunate to be selected by some of the Bay Area’s top chefs to serve on their distinguished menus. At the show we plan to absolutely astound chefs and buyers who attend with our yummy samples.”

In addition to Savor California, Silver Moon is connected with many local and national organizations. Locally, they have been certified by the **California Milk Advisory Board (CMAB)** for using real California dairy in all of their ice cream. Silver Moon is also pleased to be a part of NACE (National Association of Catering Executives) and NAWBO (National Association of Women Business Owners).

Silver Moon Frozen Desserts are available at a number of Bay Area retail locations, and they are also available to provide something extraordinary for catered events or restaurant menus. For more sweet information, visit www.silvermoondesserts.com

About Silver Moon

Launched in 2006, Silver Moon Desserts™ takes two after-dinner favorites — dessert and liqueur — and combines them to create truly unforgettable dessert experiences. All natural ingredients are used in our unique and creative ice cream and sorbet flavors. Silver Moon can be found in restaurants and retail locations throughout the greater Bay Area. For more sweet information, contact nfo@silvermoondesserts.com.

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