

# MEDIA ALERT

**MEDIA CONTACT:** Angela James / Media Owls  
408-358-7898 • [angela@mediaOWLS.com](mailto:angela@mediaOWLS.com)

## FOR IMMEDIATE DISTRIBUTION

### **Bay Area's Award-Winning Silver Moon Desserts Unveils Two New Retail Flavors at NASFT Winter Fancy Food Show January 17-19, 2010**

*Artisan Spirits-Infused Ice Cream Creator, Lauded Nationally for Excellence, Innovation and Quality, brings Real Bourbon Vanilla Bean and Lavender Limoncello to Dessert Lovers*

SAN JOSE, CA – January 18, 2010 – Silver Moon Desserts, creator of luxurious ice creams and sorbets infused with high-end liqueurs, will launch two new retail flavors at this year's National Association Specialty Food Trade (NASFT) Fancy Food Show in San Francisco next week.

New flavors are Real Bourbon Vanilla Bean, a creamy, classic vanilla made with Tennessee Bourbon and real vanilla beans, and Lavender Limoncello, a luscious lavender infused lemon sorbet with Limoncello liqueur.

Food writers and bloggers are invited to visit Silver Moon Dessert's Booth 304 at the Moscone Center for tastings of its chic desserts. All of Silver Moon's ice creams and sorbets are made from fresh, natural ingredients, Real California Milk, and sophisticated liqueurs. NASFT, the nation's specialty food industry flagship organization, bestowed a coveted 2009 Silver Award to Silver Moon Desserts for Outstanding Product Line, while the influential trade publication *The Nibble* gave the California company its 2009 Silver Award for excellence and innovation.

The new retail flavors, formerly only available to the food industry, including San Francisco country clubs, restaurants and hotels, sold online, will be on the shelves of high-end markets across Northern California by March 2010. "The enthusiastic response from caterers and chefs persuaded us to bring these flavors to the retail line," said Sheri Tate, Silver Moon Desserts President. "They tell us the Real Bourbon Vanilla Bean and Lavender Limoncello are consistently popular menu items because of the pure, superb flavor profile and sophisticated touch of liqueur."

The new flavors join the original retail lineup of Praline Irish Cream, Crème de Mint Chip, Coffee with Brownie Bits, Orange Creamsicle, Mango Mimosa, Strawberry Daiquiri, Mojito Ice, and Pomegranate Martini.

"We use Silver Moon Desserts' Mojito Ice sorbet as a refreshing yet unique intermezzo. Our members enjoy the unexpected pleasure of this icy treat," said Craig Walsh, Executive Sous Chef, St. Francis Yacht Club.

Silver Moon President and CEO Sheri Tate is available for on-site and phone/email interviews (contact Angela James, [angela@mediaOWLS.com](mailto:angela@mediaOWLS.com) or 408-358-7898). Tate spent 12 years in Silicon Valley's high-tech industry before launching her career as an artisanal ice cream creator in 2008. She started making hand-cranked ice cream as a hobby, with flavors inspired by memories of her mother's dessert recipes. The response from friends and family – "the best ice cream they ever tasted" – fueled her leap from tech to gourmet. Silver Moon Desserts are available at Bay Area restaurants, hotels, country clubs and specialty food markets and on line at [www.SilverMoonDesserts.com](http://www.SilverMoonDesserts.com).

**ABOUT SILVER MOON** - Launched in 2008, Silver Moon Desserts<sup>™</sup> 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 and on line. For more sweet information, contact [info@silvermoondesserts.com](mailto:info@silvermoondesserts.com) or visit [www.silvermoondesserts.com](http://www.silvermoondesserts.com).

-end-