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CONTACT: Steven V. Dubin, PR Works, (781) 582-1061,
sdubin@prworkzone.com

“Chillin’ out” in Davis Square
JP Licks Homemade Ice Cream announces grand re-opening

DATELINE: BOSTON AND SOMERVILLE, MA... J.P. Licks, the homemade ice cream and fresh roasted coffee café with seven shops in and around Boston, Mass., recently announced that their newly renovated Davis Square scoop shop (located at 4A College Avenue in Somerville) has officially re-opened.

Folks in Somerville can quell their ice cream cravings with a variety of new flavors, including Dulce de Leche, Banana Oreo and Butter Almond ice cream; Lemon Raspberry Margarita Sorbet; and lactose-free Chocolate Pudding ice cream.

\$1 Ice Creams

In celebration of the re-opening, J.P. Licks’ will serve up \$1 ice creams, which include many special flavors for June, at the Davis Square shop on Thursday, June 1st between 11 a.m. and 1 p.m.

J.P. Licks makes all of their ice cream and frozen yogurt from their own scratch recipes at their Jamaica Plain store and headquarters. They offer 40 flavors of ice cream, frozen yogurt, sorbet and lactose-free ice cream daily. Specialty flavors are “rotated in”, such as their four most recent innovative “spicy” ice cream flavors: El Diablo, Wasabi, Tabasco and Virgin Bloody Mary Sorbet. J.P. Licks is the only seller in the Boston area to offer six to eight flavors of low-fat hard and soft nonfat frozen yogurt.

J.P. Licks’ Java

Looking to boost your afternoon? Try J.P. Licks’ new “Red Eye”, deliciously smooth iced coffee spiked with a shot of espresso to give it an extra “kick”. In addition to award-winning homemade ice cream and frozen yogurt, J.P. Licks has been roasting their own coffee beans on-site at their Jamaica Plain headquarters store since 1999. Customers looking for a great cup of coffee enjoy J.P. Licks’ fresh brew and are also able to purchase their favorite blend of roasted coffee beans.

Sweet Memories

Have a special memory about J.P. Licks? Whether it was your 6 month old baby's first taste of ice cream; your celebration of that new job promotion with a giant sundae or the place where your fiancé popped the question, J.P. Licks wants to hear about your "Sweet Memories". Visit www.jplicks.com and share your happy memories.

Award Winning Recipes

Locally owned and operated since 1981, J.P. Licks has recently been named "Best Ice Cream 2006" in the *Boston Phoenix* Reader's Poll. J.P. Licks has received many accolades over the years for their intensely-flavored homemade ice cream and frozen yogurt from *Boston Globe Sunday Magazine*, *Improper Bostonian*, *Boston Magazine* and others.

Creating a niche in the ice cream café world, J.P. Licks is Kosher certified – meeting all the high quality standards pertaining to ingredients, production and store cleanliness. In addition to their frozen creations, J.P. Licks offers high quality, full bodied, freshly brewed coffee from beans roasted on-site at their "mother ship" Jamaica Plain store. J.P. Licks' locations include Coolidge Corner, Davis Square, Mission Hill, Newbury Street, Newton Centre, West Roxbury and Jamaica Plain. The Jamaica Plain store is open at 6 a.m. every day. For more information, visit their website at www.jplicks.com.

(Editor's Note: To arrange a Coffee Bean Roasting tour, an interview with founder Vince Petryk or for high res jpegs, contact Steven Dubin, PR Works, (781) 582-1061 or sdubin@prworkzone.com.)

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