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J.P. Licks offers a taste of Boston with New August Flavors

DATELINE: BOSTON; BROOKLINE; JAMAICA PLAIN; NEWTON CENTRE;
SOMERVILLE AND WEST ROXBURY, MA... J.P. Licks Homemade Ice Cream
Café offers a new line of flavors throughout August that reflects the diversity of
Boston neighborhoods.

With input from their customers, J.P. Licks has created several new flavors to
serve as a representation of their country of origin: Coconut Flan (Puerto Rico);
Banana Dulce (Haiti); El Diable (Mexico); Mojito Sorbet (Cuba); Pomegranate
Sorbet (Jamaica) and Mango Sherbet (for multiple countries). Also offered this
month are J.P. Licks' summertime favorites Fresh Peach ice cream and the
tropical Banana Mango Tango.

"Our customers have suggested certain flavors that are typical of the sweet treats
found in their home countries. Fresh fruit is a key ingredient. These new flavors
are very refreshing and they also reflect Boston's wonderful diversity," said Vince
Petryk, founder and owner of J.P. Licks stores.

Award Winning Recipes

J.P. Licks, the homemade ice cream and fresh roasted coffee café with seven
shops in and around Boston, Mass., is celebrating their 25th anniversary this
year. Locally owned and operated by founder Vince Petryk since 1981, 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*
and *Boston Magazine* and most recently *Boston Phoenix* Reader's Poll "Best Ice
Cream 2006" and *Improper Bostonian* "Best Ice Cream 2006".

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 an interview with founder Vince Petryk or for high res jpegs, contact Steven Dubin, PR Works, (781) 582-1061 or sdubin@prworkzone.com.)