



FOR IMMEDIATE RELEASE
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**JP Licks Homemade Ice Cream encourages customers to
Create their own “Dream Flavor” and share their “Sweet Memories”**

DATELINE: BOSTON; BROOKLINE; JAMAICA PLAIN; NEWTON CENTRE;
SOMEVILLE AND WEST ROXBURY, MA... Ever wish you could create your
own ice cream flavor? J.P. Licks, the homemade ice cream and fresh roasted
coffee café with seven shops in and around Boston, Mass., is holding a “Dream
Flavor” ice cream contest.

From June 1st to 30th, J.P. Licks encourages folks to get creative and come up
with their own unique ice cream flavor and enter it into their “Dream Flavor”
contest. The winning flavor creation will become a J.P. Licks’ specialty flavor
offered at all of their shops.

Submit that delectable ice cream recipe into the “Dream Flavor” entry box at any
one of J.P. Licks’ locations. J.P. Licks can be found in Coolidge Corner, Davis
Square, Mission Hill, Newbury Street, Newton Centre, West Roxbury and
Jamaica Plain. The winner will be notified by e-mail or telephone.

Share Your Sweet Memories Online

Have a special memory about J.P. Licks? Whether it was your six-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, enter J.P.
Licks’ “Sweet Memories” contest. Visit www.jplicks.com and share your happy
memories for potential inclusion on J.P. Licks’ website.

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.

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 with “fan favorite” specialty flavors rotated in. 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.

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.)