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JP Licks Homemade Ice Cream Café announces Kosher Certification

DATELINE: BOSTON; BROOKLINE; JAMAICA PLAIN; NEWTON CENTRE; SOMEVILLE AND WEST ROXBURY, MA ... Creating a niche in the ice cream cafe world, J.P. Licks Homemade Ice Cream has recently announced Kosher certification.

With seven shops in and around Boston (Coolidge Corner, Davis Square, Mission Hill, Newbury Street, West Roxbury, Newton Centre and Jamaica Plain), and offering 40 flavors of ice cream, frozen yogurt, sorbet and lactose-free ice cream daily, J.P. Licks is the first scoop shop in the area to attain such credentials.

Kosher certification means that J.P. Licks has met all the high quality standards required pertaining to ingredients, production and the store's cleanliness.

"The Boston area has a very diverse population. Kosher certification enables us to cater to a broader customer base, which includes folks who observe strict dietary guidelines for religious reasons," noted Vince Petyk, founder and owner of J.P. Licks.

J.P. Licks makes all of their ice cream and frozen yogurt from their own scratch recipes at their Jamaica Plain store and headquarters. Specialty flavors are "rotated in", and during the month of May include Dulce de Leche, Banana Oreo and Butter Almond ice cream; Lemon Raspberry Margarita Sorbet as well as lactose-free Chocolate Pudding ice cream.

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.

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.)