

# CONTEST CORNER



## Calling All Tasteful Kids

(NAPSA)—How often does a tasteful personality, the ability to distinguish a strawberry pop from a raspberry pop in just one lick or a desire to create a zany new flavor, land you a dream job? Well, now a contest is allowing kids who have these or similar sweet credentials to learn the tricks of the trade from a world-famous ice cream maker's flavor team.

To celebrate the 100th anniversary of the frozen pop, Nestlé Ice Cream is launching a nationwide search for kids to try out for a chance to "Be a Frozen Pop Flavorologist" for a day. Ten of the most "flavorful" kids in the U.S. will be invited on an all-expense-paid trip to visit the top secret flavor lab—never before open to the public—at the company's ice cream factory in Bakersfield, California where they will sample one of the tastiest jobs in America. Each child will have an opportunity to learn the cool science behind frozen pops, put their taste buds to the test on a variety of outlandish flavors (including hot bubblegum and macaroni & cheese) and sample their very own flavor creations.

"Most people don't realize that the frozen pop was actually invented in 1905 by an 11-year-old boy," said Official Taster John Harrison. "We think it is fitting to mark this upcoming anniversary by offering aspiring inventors a special opportunity to dream up their own frozen pop creations."

Kids are invited to try out beginning April 4, 2005. Submissions should include:

1. Their idea for the world's coolest frozen pop (including a clever name and a unique flavor).
2. A "flavorful" resume, explaining why they are qualified



**Kids can take a lick at being a frozen pop flavorologist for a day.**

for the position.

Contestants must be residents of the United States and between the ages of 6-12 as of April 4, 2005. Complete contest details and entry forms will be available at [www.IceCream.com](http://www.IceCream.com). Submissions may be sent to: Frozen Pop Flavorologist, Nestlé Ice Cream, 5929 College Avenue, Oakland, CA 94618. All entries must be postmarked by July 22, 2005.

Ten winners will be selected (based on the creativity, originality, enthusiasm and appeal of their entries) and notified the week of August 8, 2005. In October 2005, winners will be invited to the Nestlé Ice Cream Factory to be a "Flavorologist" for a day. Each winner will receive a \$500 U.S. Savings Bond and a year's supply of Nestlé kids frozen snacks.