

# Contest Corner

## Cool Ideas For The Freezer: Unique Flavors For Frozen Pops

(NAPSA)—Lemon Meringue O Tang. Pink Princess Fluff. Bee Sting.

No, those aren't music groups; they're frozen pop flavors developed by kids, for kids. Created by pint-sized "flavorologists," these unique tastes not only won a popular contest, but also gave the youthful scientists behind them a once-in-a-lifetime look at how frozen pops are made and new flavors are concocted.

And kids are once again being asked to put their imagination in the freezer and come up with a different spin on the timeless treat. Nestlé Ice Cream is inviting kids throughout the U.S. to try out for a chance to be a "frozen pop flavorologist" by dreaming up new ideas for the world's coolest frozen pop.

Ten of the most "flavorful" kids in the U.S.A. will scoop up an all-expenses-paid trip to visit the top secret flavor lab (closed to the public) at the Nestlé Ice Cream factory in Southern California. In addition to a behind-the-scenes tour, each child will have an opportunity to learn the fun science behind frozen pops, put their taste buds to the test on a variety of outlandish flavors (including a spaghetti and meatballs frozen pop!) and sample their very own flavor creations.

Last year's winners were up to the challenge with ideas that included:

• **Bananasaurus Rex Blast**—A creamy banana pop covered in a chocolate shell and dusted with cherry pop rocks for a dino-blast of flavor in every bite.

• **Bee Sting**—A swirl of two different flavors—sweet honey and super sour lemon. Every lick is a surprise.

• **Pink Princess Fluff**—Rich strawberry flavor, whipped cream and fanciful sparkles fit for a princess.



In a popular contest, kids are asked to create new flavors for frozen pops.

• **Lemon Meringue O Tang**—Yellow as a lemon meringue pie with bits of pie crust, it has a super tangy flavor.

• **Pizza Pop**—This pepperoni and cheese-flavored frozen pop combines your favorite meal with your favorite dessert.

"We are delighted to offer pint-sized inventors a hands-on opportunity to dream up their own frozen pop creations," said John Harrison, official taster for Nestlé Ice Cream. "The frozen pop was actually invented in 1905 by an 11-year-old boy, so we are looking forward to seeing what this generation's crop of kids concoct."

### Contest Rules

Beginning April 3, 2007, kids are invited to try out for their chance to be a "Flavorologist for a Day" by submitting 1) their idea for the world's coolest frozen pop (including a clever name, an interesting shape and a unique flavor description) and 2) a "flavorful" resume explaining why they are qualified for the position. Contes-

tants must be residents of the United States and between the ages of 6-12. Kids can enter at [www.IceCream.com](http://www.IceCream.com) or by sending their submission to: Flavorologist for a Day, Nestlé Ice Cream, 5929 College Avenue, Oakland, CA 94618. All entries must be post-marked by July 27, 2007.

Ten winners will be selected based on the creativity, originality, enthusiasm and appeal of their entries. Winners will be notified the week of August 20, 2007. In November 2007, each winner (and up to three family members) will be invited on an all-expenses-paid trip to the Nestlé Ice Cream Factory in Southern California, to try their hands (and taste buds!) at being a flavorologist for a day. Each pint-sized flavorologist will also receive a \$1,000 U.S. Savings Bond and a year's supply of Nestlé frozen snacks, as well as a special batch of their winning frozen pop creation.

To learn more, visit the Web site at [www.IceCream.com](http://www.IceCream.com).