

No Sugar? No Problem. We Can All Scream For Ice Cream

(NAPSA)—Good old-fashioned ice cream has been a dessert that can't be licked since its initial introduction to this country in the 1800s. Unfortunately for many of us, this frozen delight has also been tempting "waist watchers" off their diets for years.



Now there's an ice cream with all the taste but with no added sugar.

Well, finally the diet story isn't all about sacrifice and will power; this year we can celebrate intelligent indulgence.

An Ohio-based ice-cream company has created an ice cream that's as tempting as ever and can save you over 100 calories per two one-half cup servings. Pierre's French Ice Cream Company is introducing Pierre's Slender™, a no-sugar added, reduced-fat ice cream, made with Splenda®, which is the brand name for a no-calorie sweetener called sucralose. Since it is made from real sugar, Splenda® has all the sugar-like taste and sweetness of real sugar but is not recognized by the body as a carbohydrate.

Not only is the new ice cream a smart choice for sugar-restricted diets, reduced-calorie and reduced-fat diets, it's also a great alternative for those who simply want to eat healthier.

The new line offers a variety of exciting flavors including classic favorites like Chocolate, Vanilla, Strawberry and Neapolitan—in addition to Crunchy Peanut Butter Cup, Butter Pecan, Caramel Pecan and Moose Tracks®.

For more information, visit www.pierres.com.