



Holidays 2011 flavor catalog & shipping box insert
8-1/2 x 10-1/4"

Concept by Aaron Beck, Thea Bergstedt, and Jeni Britton Bauer
Design by Thea Bergstedt
Copy by Aaron Beck, 2011

FLAVOR TRANSPORTS AND TRANSFORMS YOU.

Done right, it is transcendent. Every three months we offer a new set of ice creams inspired by a person, place, era, current event, or mood. We hope the pints in the collections—limited in availability at our scoop shops and website—will help slow you down just a bit so you can enjoy the moment and the people you're with every day of the year.

From building from-scratch ice creams with grass-grazed cream to creating the artwork that helps tell their stories, it's all part of the fun around here. Visit JENISICECREAMS.COM. See us make ice creams. Meet our suppliers near and far. Choose your next flavor. Ask a question. We'll tell you as much as you'd like to know.

To More Pleasures,

Jeni

SUBLIME HOLIDAY COLLECTION

These ice creams, if you'll let them, evoke the weight of time, the spooky and wondrous magic in the world. Smoky plum pudding pairs Dickens with a fading Goya. Black currant, like a velvet drape, holds back all the light. Golden honey, nutty and aromatic cumin, ceremonial frankincense. Ancient gifts from the Magi. Darkest chocolate cake strewn with blood-red cherries from Bologna, the city of Dante. They remind that everything is tiny and everything is infinite. Comfort and joy. Bite by bite. Allow these flavors to transport you to the other side of sublime. This holiday, we'll be there, too.

THE BLACK FOREST

Dark Chocolate ice cream decked with sweet, blood-red cherries from the land of Dante / Cut by deep pockets of Creme Fraiche ice cream / Syrup-soaked chocolate cake crumbs / Black as pitch / A roaring delight, rooted in the heart of the Old Country

CUMIN & HONEY BUTTERSCOTCH CAKE

Turmeric-tinged ice cream / Spiced by nutty, aromatic cumin / Honey butterscotch sauce-saturated cake crumbles strewn throughout / Delicious as a winter day is long / Bright as the beaming midnight sun

FRANKINCENSE & ALMOND CAKE

Slightly floral ice cream perfumed with a distinct ancient scent / Subtle spice, with a lemony balm / Light, crumbled almond cake soaked in honey-sugar syrup / The taste of ceremony

SMOKED TEA & PLUM PUDDING

Sweet, black lapsang souchong tea / A sauce of dried and pureed French brandy-soaked plums mixed with cake crumbles provides the "pudding" / Like a dessert from Dickens' days followed by a whiff of relaxing, time-and-space-shifting smoke from Goya's shrinking world

VANILLA CEDAR WOOD

Heady and intoxicating, sweet vanilla taste melts away / A cool, blossoming, effervescence stimulates the olfactory system / And you travel to a misty coast lined with majestic old growth

BLACK CURRANT LAMBIC SORBET

Sweet, pureed black currants / Balanced by the dryness and bitterness of sour, spontaneously fermented Belgian beer / Like a scoop of crushed velvet

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SPLENDID HOLIDAY COLLECTION

A Festival of Ice Creams for Friends and Family

Sweet Potato with Torched Marshmallows, Dark Chocolate Peppermint, Goat Cheese with Cognac Figs—holiday season is *SPLENDID* at Jeni's. In mid November we unveil those flavors along with the entire Splendid Holiday collection. Subscribe to our newsletter and follow the flavor:

JENISICECREAMS.COM



SPLENDID ICE CREAMS

SIGNATURE FLAVORS

Available every day, all year, our Signature Flavors Salty Caramel, Riesling Poached Pear Sorbet, Queen City Cayenne, Lemon Frozen Yogurt and other iconic tastes anchor our menu.

ICE CREAM MACARON SANDWICHES

Our Ice Cream Macaroon Sandwiches are made to share with friends—or savor yourself. We offer a variety of flavors, including Orchid Vanilla, Pistachio, and Salty Caramel with Smoked Almonds.

SPECIAL COLLECTIONS

Inspired by current events, the seasons, regions around the world, iconic people, and the whims of Jeni herself, Special Collections are released every three months and feature pints of limited-edition ice creams, sorbets, frozen yogurts, and macaroon ice cream sandwiches.

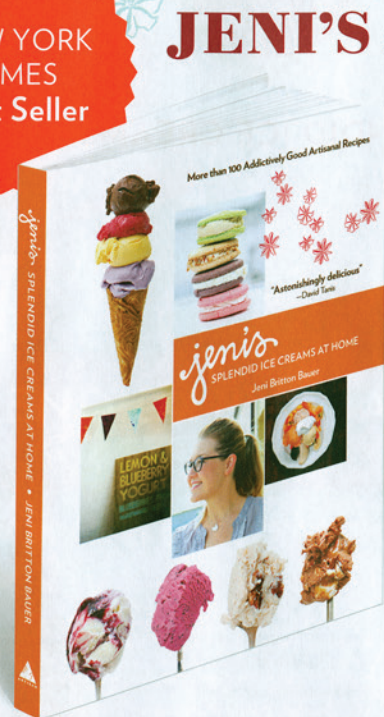
See our full menu at JENISICECREAMS.COM.



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NEW YORK
TIMES
Best Seller



JENI'S *SPLENDID ICE CREAMS AT HOME*

"JENI BRITTON BAUER SPARKED THE
ARTISANAL ICE CREAM REVOLUTION."
— *Martha Stewart's Whole Living Magazine*

"DEADLY DELICIOUS."
— *USA Today*

"PURE HEAVEN."
— *Boston Globe*

"REVOLUTIONARY."
— *Saveur*

"SIMPLE AND SUBLIME."
— *The Wall Street Journal*

Available wherever books are sold.

"With my recipe, you will make ice creams with the same taste and texture we make every day in our professional kitchen. I want everybody to shine in their own home kitchens, be the star of their neighborhoods, and host the most incredible ice cream socials ever."

jeni



TIME FOR A TASTING PARTY

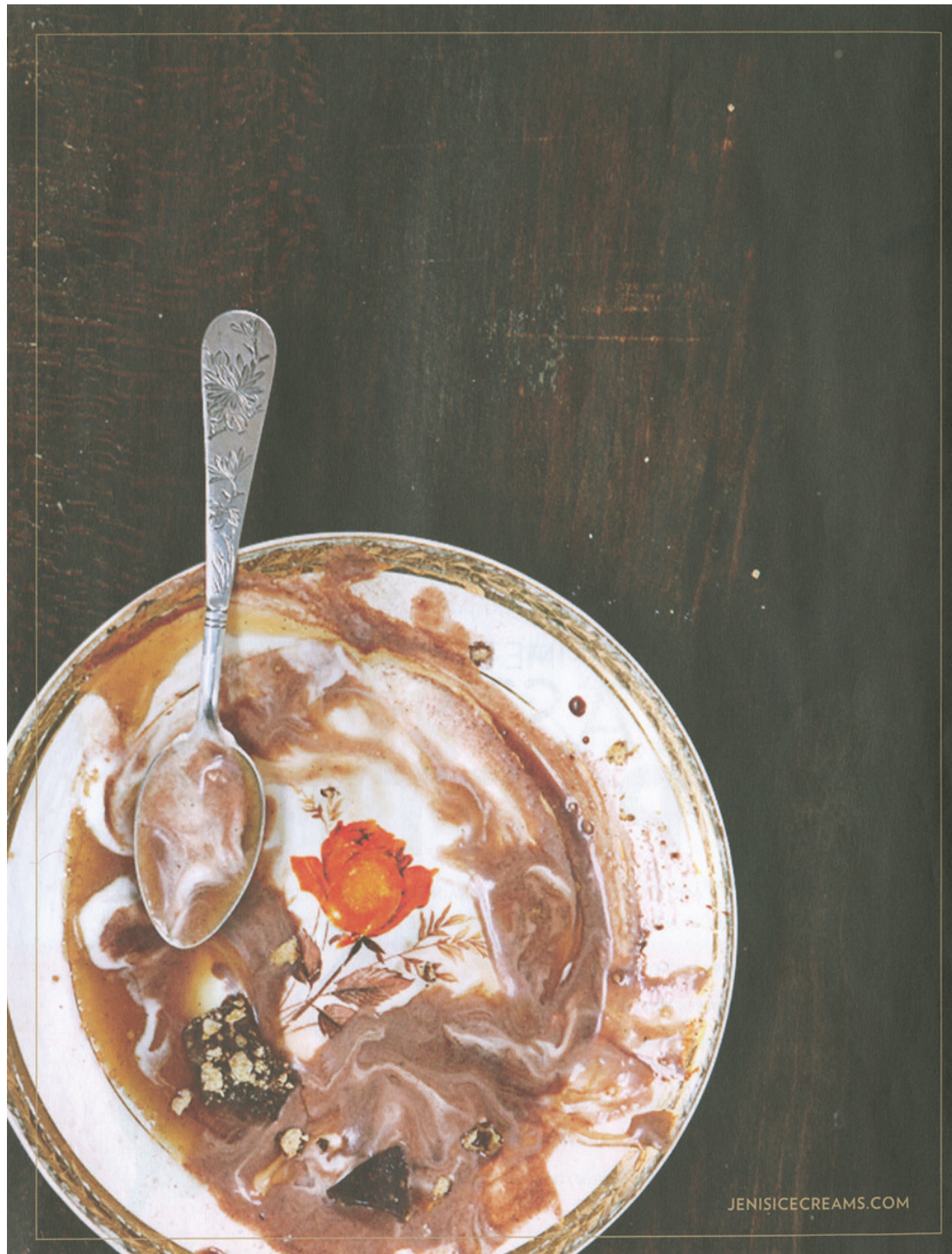
WE LIKE ETIQUETTE AND TRADITION NOW AND AGAIN. AFTER ALL, THERE'S A TIME AND A PLACE. BUT WHEN **WE** THROW A TASTING PARTY, WE CHECK THE WHITE-GLOVE ACTION AT THE DOOR.

- 1 DRAW UP YOUR GUEST LIST.
- 2 ORDER AN ARRAY OF PINTS AT JENISICECREAMS.COM.
- 3 SCATTER A FISTFUL OF SPOONS ON A TABLE. WE LIKE THE HEFT OF SILVER. USE WHATEVER YOU SEE FIT.
- 4 CRACK OPEN THOSE LOVELY PINTS.
- 5 DON'T BOTHER WITH BOWLS. DO NOT DENOUNCE THE DOUBLE DIP.
- 6 EXALT IN THE COMPLIMENTS RAINED DOWN UPON YOU, BENEVOLENT HOST.



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