

BAKESHOP

**MACAROON**  
ICE CREAM SANDWICHES

NOW SHIPPING!

 Jeni's Splendid Sandwich Collection features almond-based macaroons—light and delicate creations in an array of gorgeous pastels—and the cookie classic, the Oatmeal Crème. Simply put, they are sweet, savory, salty, crunchy, chewy, old-fashioned and visually stunning indulgences.

**SALTY CARAMEL with SMOKED ALMONDS MACAROON**  
Jeni's fluffy ice cream sandwiched with the delightful taste and texture of roughly-chopped smoked almonds and placed between golden almond macaroons.

**PISTACHIO MACAROON** Moss-green pistachio almond macaroons bookend one of Jeni's earliest flavors, Pistachio & Honey Ice Cream, a hearty, savory and slightly salty delight.

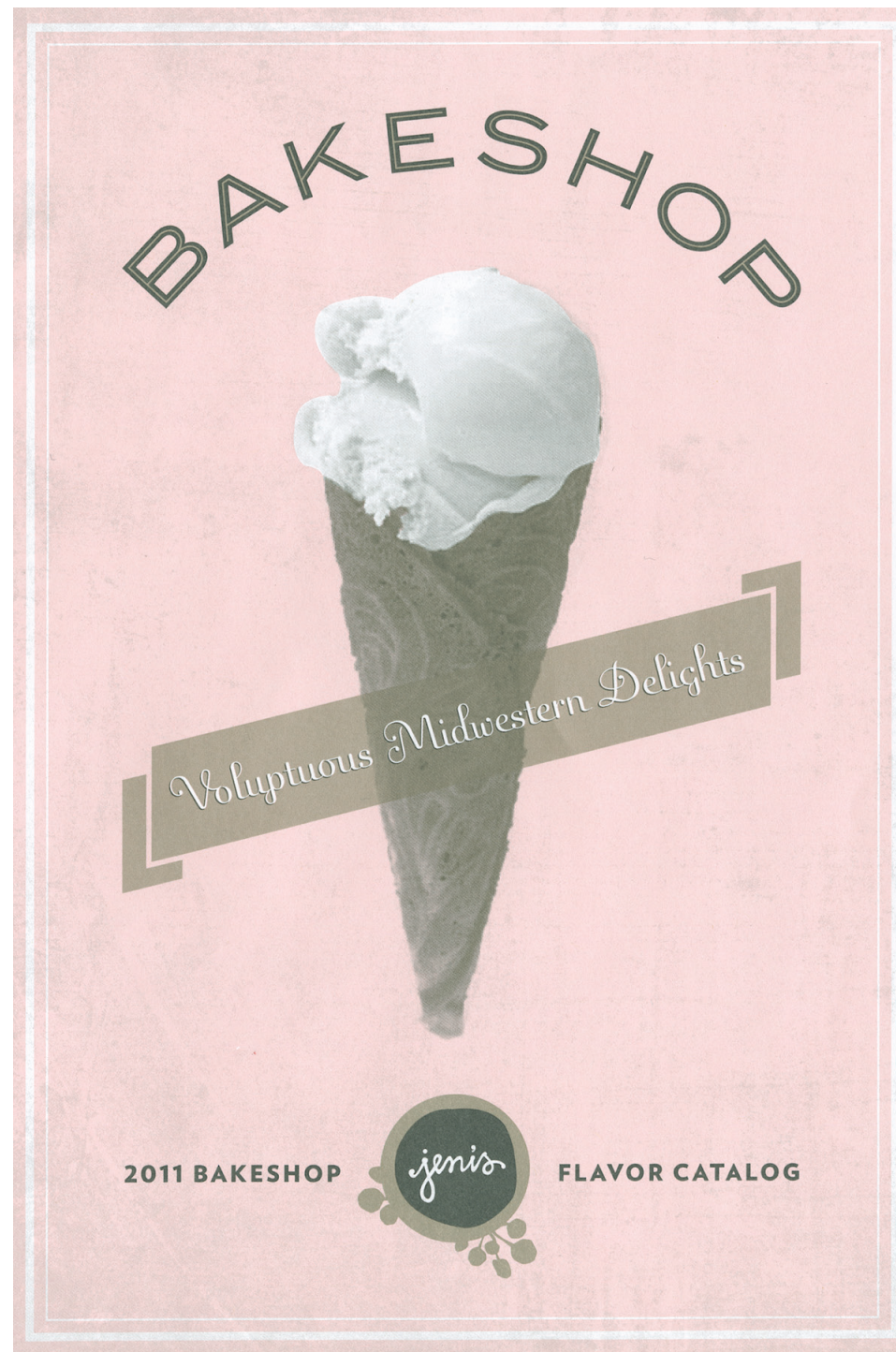
**ORCHID VANILLA MACAROON** Ugandan Vanilla Bean Ice Cream (whose main ingredient comes from an orchid) with a dollop of black currant jam between two vanilla macaroons. A drop-dead, exotic beauty from the Midwest.

**CASHEW BANANA CURRY MACAROON** Bananas & Honey Ice Cream edged in roasted and salted cashews set between coated macaroons that are the striking color of Indian turmeric.

**OATMEAL CRÈME SANDWICH** Ugandan Vanilla Bean Ice Cream sandwiched between two thin and chewy homemade oatmeal cookies. In the cookies: butter, molasses, brown sugar and a hint of cinnamon. In your mind: stack time in your gourmand granddaddy's kitchen.

Bakeshop 2011 poster for Jeni's shops  
18 x 24"

Concept by Aaron Beck, Casey Carmell, and Jeni Britton Bauer  
Design by Casey Carmell  
Copy by Aaron Beck, 2011



2011 Bakeshop flavor catalog & shipping insert  
6 x 9"

Concept by Aaron Beck, Casey Carmell, and Jeni Britton Bauer  
Design by Casey Carmell  
Copy by Aaron Beck, 2011

Dear Friends,

I love the Midwest for many reasons, but chief among them is the change of seasons. Call me crazy, but I'm especially fond of the transition from the holidays and the typically tame early-onset winter weather to that full-on, stay-inside, batten-down-the-hatches, teeth-gnashing frigidty that settles in this time of year. Yes, in the landlocked Midwest, Old Man Winter makes you earn your Spring, Summer and Fall.

For me, a sure way to push on through is to hunker down in the kitchen, turn the place into a bakeshop and *have some fun*. Baking not only raises the spirits, it warms the house, the body and the soul. When I'm in there I'm reminded of the heartwarming mom-and-pop bakeshops I used to duck into every chance I got while growing up in Central Illinois and Ohio. The timeless places were playful, colorful and filled to the rafters with instantly-gratifying, gooey, cakey, oven-baked treats and they transported me to a higher plain.

I can't guarantee complete transcendence in our new Bakeshop Collection, but *I can promise* a flavor lineup that features delicious from-scratch cakes, cookies, custards, meringues, macaroons, jams and compotes hand-blended, folded and swirled into our *melt-in-the-mouth* American artisanal ice creams, yogurts and sorbets.

From Ohio berries mixed with delectable oat streusel (**Brambleberry Crisp**) to a modern-day update of one of the finest ice cream flavors (**Bananas & Honey**), from a nod to simple resourcefulness (**Violets & Meringue**) to a twist on that ultimate comfort food, pecan pie (**Corn Syrup Custard with Whiskey & Pecans**), these *voluptuous* Midwestern ice creams will help you embrace the cold-weather months while evoking heart-happy places and times.

So step on into our Bakeshop and thank you sincerely for choosing Jeni's Splendid Ice Creams.

To more pleasures,

*jeni*



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Design by Casey Carmell  
Copy by Jeni Britton Bauer and Aaron Beck, 2011

### — OUR APPROACH TO ICE CREAM —

Here at Jeni's we make American artisanal ice cream. It's lickable, it's scoopable, it's from scratch. To do so demands that we use pure, fresh ingredients from the Ohio countryside and tasty, rare exotics from beyond. We always begin with cream from cows that graze pasturelands in the southeast part of our state. From that utterly delicious base we build ice creams like no others. Anything that goes into our ice creams, from jams and brownies to syrups and compotes, are made by us or our friends. All of it. And because fresh ingredients change with the seasons, so do we, offering 12 to 15 new flavors with our annual Bakeshop, Harvest and Holiday collections. No Jeni's ice cream is ready until we've achieved a balance of flavor, texture, consistency and finish. The only way we can meet those standards is to keep in tune with the calendar and a new season's ingredients. Doing everything by hand requires more hard work all year, but we think we owe a little extra effort to the extraordinary people who supply us with extraordinary ingredients—and to all of you who've chosen Jeni's Splendid Ice Creams.

### — FOLLOW JENI'S & THE ARC OF THE SEASONS —

Thank you for choosing Jeni's Splendid Ice Creams. Please know that we are busy year round creating delicious seasonal ice creams, sorbets and macaroons to be shipped swiftly to your door exactly when you want them to arrive. At [jenisicecreams.com](http://jenisicecreams.com), Facebook and Twitter, peek into our kitchen; learn about our upcoming flavor collections; get information about new recipes and ingredients; meet employees, farmers and suppliers; and keep tabs on Jeni's travels. Or, simply say hello, leave a note or ask a question. We would love to hear from you!



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# BAKESHOP



## Voluptuous Midwestern Delights

It's no coincidence the ice cream names alone elicit oohs and ahhs and engage *all* the senses. The Bakeshop bunch delivers exactly what it advertises—uncommon blends of comfort food.

### **BANANAS & HONEY**

A contemporary riff on one of *the* vintage ice cream flavors: banana. Perfectly ripened bananas, Ohio honey, a touch of vanilla bean.

### **BRAMBLEBERRY CRISP**

Ohio blackberries and black raspberries comprise a striking, rich-colored “Bramleberry” jam that's mixed with black currants and oven-toasted oat streusel and layered throughout honey vanilla bean ice cream.

### **HONEY BUTTER CAKE**

Ridiculously delicious, divinely buttery Ohio-honeyed ice cream, layered with chunks of honey butterscotch-soaked vanilla sponge cake made fresh in our kitchen. The delicate and light yet sturdy cake perfectly balances a sweet and hearty ice cream.

### **ROXBURY ROAD**

Dense, dark milk chocolate ice cream studded with handmade marshmallows and crunchy smoked almonds, with a homemade caramel sauce swirled throughout. A devilish detour from traditional Rocky Roads.

### **YLANG YLANG HONEYCOMB\***

The prized essential oil of ylang ylang (“EE-lang EE-lang”), the flower of the Southeast Asian tree, is often used in perfumes. When we use it to make Ylang Ylang Honeycomb it isn't overly floral, perfume-y or girly; it tastes of nectar, honey and spice. The homemade honeycomb candy provides an old-timey, hokey-pokey crunch.

*\*Available through February 14th-ish.  
Check [jenisicecreams.com](http://jenisicecreams.com)*

## TWO NEW TASTES for FEBRUARY 15TH

### **CORN SYRUP CUSTARD WITH WHISKEY & PECANS**

A whiskey-fueled, crustless pecan pie for a cone. Full-bodied, throat-warming and smashingly distinct thanks to toasted and salted pecans, delectable corn syrup custard and Middle West Spirits' Ohio red wheat mash.

### **VIOLETS & MERINGUE**

The belle of the Bakeshop ball, scented with violets and rare French Muscat grapes and bedecked with airy and crisp meringue stars, this pale lavender gem is timeless and sweet as a hard old-time candy with aromas of mandarins, apricots and lilacs.

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# Splendid Offerings

## ICE CREAMS

### SALTY CARAMEL

Initial notes of burnt sugar give way to mouth-watering saltiness. A perfect salty-sweet balance.

### GRAVEL ROAD

Savory and smoky hits of almonds. Rounded out with salty notes for a satisfying finish.

### BROWN BUTTER

ALMOND BRITTLE  
Based on the traditional Norwegian dessert krokan. Browned butter gives depth to salty, sweet almond brittle.

### DARK CHOCOLATE

Mouth-filling, palate-gripping, intense chocolate flavor with a fudge-like texture. Pleasingly dry finish.

### QUEEN CITY CAYENNE

Rich chocolate and a back-of-the-throat spicy wallop. Finish is tingly and complex.

### BLACK COFFEE

True, strong coffee flavor with absolutely no bitterness; perfectly captures and translates the aroma of coffee.

### BANGKOK PEANUT

A blend of hot, salty, savory and sweet. Peanut butter and toasted coconut give way to a lingering spicy finish.

### THE BUCKEYE STATE

Our version of Ohio's favorite confection. Rich and salty peanut butter yields to the crunch of exceptional dark chocolate for perfect balance. Total comfort for Buckeyes—and Buckeyes at heart.

### BOURBON BUTTERED PECAN

Initial subtle corn mash notes, followed by rich and savory pecans. A pleasing hit of bourbon finishes.

### PISTACHIO & HONEY

Pure and true pistachio flavor. Very lightly sweetened for a savory finish.

### WILDBERRY LAVENDER

Intense lavender with notes of exotic spices and brambly berry flavors.

## SORBETS & YOGURTS

### CHERRY LAMBIC SORBET

Tangy and tart Morello cherries perfectly balanced by rose-colored, sweet and crisp cherry lambic beer's slight bubbly texture. The finish is clean and exhilarating.

### RIESLING POACHED PEAR SORBET

The striking aroma, pure flavor and delicate, buttery texture of whole poached Bartlett pears in perfect harmony with sweet Riesling wine. One of Jeni's Signature Flavors, it's completely refreshing every day of the year.

### MEYER LEMON YOGURT

Bright lemon tartness—completely light and refreshing. Sweet-tart Meyer lemon is perfect with tangy, tangy yogurt. A dazzling palate cleanser.

### LIME CARDAMOM YOGURT

Creamy, light, piquant, heavenly. Organic, biodynamic yogurt, mixed with the Indian spice cardamom, delivers an intensely cool, flavorful taste. A perfect after-dinner selection.

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# HATS OFF

• COLLECTION •

**HANDCRAFTED ICE CREAMS**  
*A Tip of Our Hats to Our Artisan Partners*

*In these handcrafted ice creams we tip our caps to cherished partners who supply us with uncommon and unparalleled small-batch ingredients: vanilla beans direct from a farm in East Africa; blissful Show Me State dark chocolate; extra-virgin olive oil pressed on a family farm in Sicily; Mackenzie Creamery's tart, sublime Ohio goat cheese; and Ohio red wheat whiskey by Middle West Spirits, whose micro-distillery is just a 10-minute bike ride from our Columbus kitchen. Treat yourself and toast those near and dear with our Hats Off Collection.*

**UGANDAN VANILLA BEAN**  
 Velvety and voluptuous vanilla bean ice cream with notes of jasmine, honey, leather and smoke thanks to 100-percent natural Ugandan beans, grown, harvested, dried, bought directly from Lulu Sturdy's Ndali Estate and blended with luscious Snowville cream. Step aside, plain old vanilla ice cream, this is utterly *fantastic* vanilla bean ice cream that requires no accompaniment.

**ASKINOSIE DARK MILK CHOCOLATE**  
 Roughly-strewn ribbons of Shawn Askinosie's single-origin chocolate (composed of 70 percent cocoa solids) laced throughout Snowville cream and fattened with non-alkalized, natural cocoa powder, which retains its tangy, fruity character as well as its antioxidant properties. As it melts on your palate, it blooms into your nose. Euphoria in a cup or a cone (or straight from the container).

**OLIVE OIL WITH SEA-SALTED PEPITAS**  
 A graceful, contemporary tribute to Old World flavors. Single-estate, cold-pressed olive oil from the Frantoi Cutrera family farm in Sicily. Nutty,

sea salt-coated pepitas (pumpkin seeds) and clean, grassy and bright notes balanced by a toasted crunch. The combination of high-quality cream and extra-virgin olive oil melts in your mouth and opens up beautifully.

**GOAT CHEESE WITH COGNAC FIG SAUCE**  
 An elegant, classy and visually-stunning blend of naturally tart, small-batch Mackenzie Creamery Goat Cheese (from Northeast Ohio) and a warm-you-all-over Cognac fig-almond compote. A truly distinct and splendid Jeni's offering.

**CORN SYRUP CUSTARD WITH WHISKEY & PECANS\***  
 A whiskey-fueled, crustless pecan pie for a cone. Full-bodied, throat-warming and smashingly distinct thanks to toasted and salted pecans, delectable corn syrup custard and Middle West Spirits' Ohio red wheat mash.

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**SWANKY SORBETS**  
Ladies and Gentlemen, Start Your Parties!

The most regal of Jeni's Bakeshop offerings, our Swanky Sorbets are a fabulous foursome dead set on celebrating 2011 in style. The collection is rounded off with a pint of Ugandan Vanilla Bean Ice Cream, which we use as a sweet substitute for ice cubes. That's right: save your ice for something else and mix Ugandan Vanilla Bean with your cognac or gin and pour it over one of our Swanky Sorbets. Whether you pair these sophisticated flavors with adult beverages or enjoy them straight up, your 2011 will be a little more glitzy, a little more glamorous and *a lot* more delicious.

**CHERRY LAMBIC SORBET**  
Tangy and tart Morello cherries perfectly balanced by rose-colored, sweet and crisp cherry lambic beer's slight bubbly texture, with a finish that's clean and exhilarating.

**RIESLING POACHED PEAR SORBET**  
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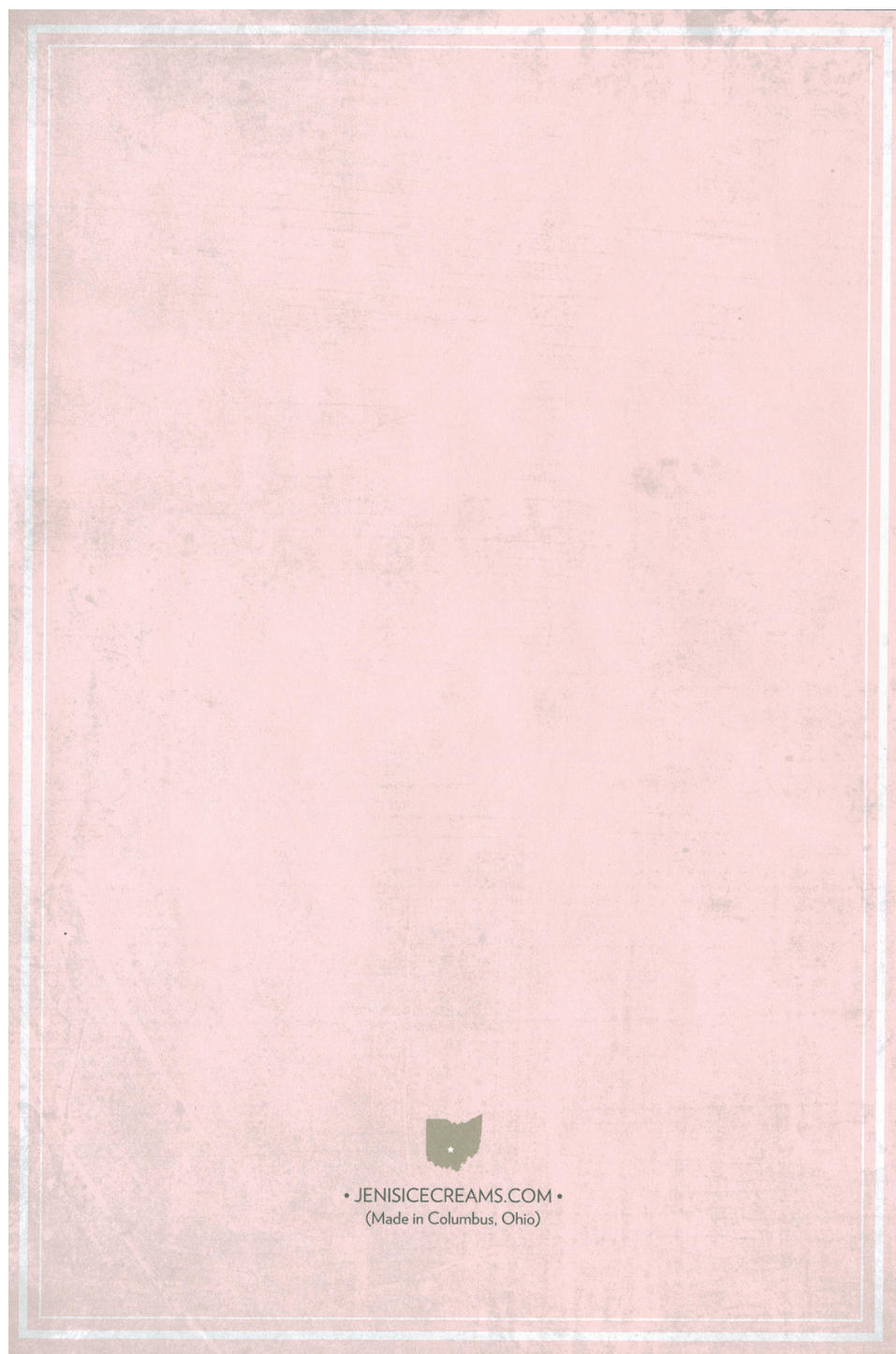
**INFLUENZA SORBET**  
If you're gonna fight fire with fire, fight fire with *fire*. Cayenne pepper; Maker's Mark bourbon; Buckeye State honey; and the cold- and flu-fighting juices of oranges and lemons will cure whatever ails ya (or at least get you through whatever's ailing ya).

**KIR SORBET**  
Who's up for a reinterpretation of the classic French cocktail, the Kir Royale? Raspberries and currants comprise Kir Sorbet. You choose the champagne and combine in a champagne flute (or whatever you have on hand; we're not above taking ours in a coffee mug).

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