



**It's Un-DOUGH-lievable!**

## **Ben & Jerry's Launches Snackable Dough in Vermont Shops**



**Burlington, VT – August 21, 2018** – It's FINALLY happening! Ben & Jerry's is launching JUST the dough! Chocolate Chip Cookie Dough and Peanut Butter Dough snackable chunks will be available in limited quantities at Vermont Ben & Jerry's Scoop Shops as part of a market test. The dough comes in ½ lb. bags, each with 8 servings of the exact same dough you would find in some of our ice cream flavors. It's safe to eat raw as it contains pasteurized eggs and heat-treated flour.

“Fans have been asking for ‘just the chunks’ for a while now,” says Innovation Manager Jody Eley. “We’re bringing cookie dough to our Vermont shops to start. If it does well, it may be available online and in other distribution channels later this year.” The idea of putting cookie dough into ice cream originated with Ben & Jerry's back in 1984, and it's our #1 favorite around the world.

To learn more about our snackable dough chunks and to sign up to receive more information about snackable dough in the future, visit: <https://www.benjerry.com/flavors/snackable-cookie-dough>.

### ***About Ben & Jerry's***

As an aspiring social justice company, Ben & Jerry's believes in a greater calling than simply making a profit for selling its goods. The company produces a wide variety of super-premium ice cream, yogurt and sorbet using high-quality ingredients. Ben & Jerry's incorporates its vision of Linked Prosperity into its business practices in a number of ways including a focus on values-led sourcing. In 2015 the company completed its transition to using entirely non-GMO (genetically modified organisms) ingredients by source as well as to fully source Fairtrade-certified ingredients wherever possible, which benefits farmers in developing countries. Ben and Jerry's products are distributed in 35 countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry's Scoop Shops, restaurants and other venues. Ben & Jerry's, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing product quality, economic reward and a commitment to the community. Ben & Jerry's became a certified B Corp (Benefit Corporation) in 2012. The Ben & Jerry's Foundation's employee-led grant programs totaled \$2.7MM in 2017 to support grassroots organizing for social and environmental justice around the country.

### ***Media Contact:***

Lindsay Bumps  
PR Media Maven  
Ben & Jerry's  
[Lindsay.Bumps@benjerry.com](mailto:Lindsay.Bumps@benjerry.com)  
802-923-2428