

Press Release
07 July 2010

Search to find The Valleys' ice cream of the crop

With an array of festivals and events, including The National Eisteddfod, taking place in The Valleys this summer, 'The Valleys – Heart and Soul' campaign has joined forces with Rhondda-based ice cream manufacturer, Subzero, to create its very own ice cream to keep visitors cool over the coming summer months.

The iconic Valleys ice cream maker, formerly known as Mr Creamy, supplies 60 cafés and restaurants across The Valleys, and is also stocked at leading supermarket, Tesco and major retailer Spar.

The competition, launched today (07 July), aims to discover inspiring flavour ideas that represent The Valleys, whether you think it's the taste of Caerphilly Cheese, maybe a local ale, or even some Welsh rarebit, entries can be as weird and wonderful as you like.

Three shortlisted entries will be produced and made available as tasters at this year's National Eisteddfod in Ebbw Vale, where visitors will be able to vote for their favourite ice cream as well as registering their vote via @LoveTheValleys on Twitter and Facebook.

The most popular ice cream will become the official Valleys Ice Cream and will be produced and sold at cafés and restaurants throughout The Valleys.

Kevin Jenkins, Managing Director at Subzero, said: "Subzero is delighted to be part of the search to find and create the official Valleys Ice Cream. We love to incorporate Welsh ingredients into our ice cream recipes and we're excited to discover an interesting and tasty new flavour combination inspired by the South Wales Valleys."

Vicki Spencer, The Valleys 'Heart and Soul' campaign manager, added: "With so many fantastic festivals and events happening across The Valleys this summer, what better way to celebrate them than with an official Valleys ice cream, produced locally, for valleys residents and visitors. We can't wait to see what flavour ideas people come up with, and we're even more excited to see it stocked in ice cream parlours across the area."

Shortlisted entries will each receive a pair of tickets to The National Eisteddfod and a Valleys goodie bag, while the winning entry will also enjoy a supply of Valleys ice cream and a 'Valleys Experience.'

To enter the competition, email icecream@thevalleys.co.uk with your idea by 9am on Friday, 23 July 2010. Alternatively send your name, contact details and flavour idea to Love The Valleys, 9 Cwrt-y-Parc, Earlswood Road, Cardiff Business Park, Cardiff, CF14 5GH.

Ends

For further information contact: Helen Newton or Elinor Evans at Equinox PR on 02920 764 100, helen@equinox-pr.co.uk or elinor@equinox-pr.co.uk

Notes to Editor:

About The Valleys – Heart and Soul campaign:

The Valleys – Heart and Soul of Wales is a three year campaign led by partnership organisations from the Western Valleys, Heads of the Valleys and The Valleys Partnership. The aim is to change perceptions of The Valleys, attract more tourists and bring long-term economic benefits to the area. The area has undergone major transformation with a total investment of £42 million and is now a flourishing tourism destination waiting to be explored.

www.thevalleys.co.uk

About Subzero:

Sub Zero currently produces over 2.5 million litres of ice cream per year with a dedicated team of 12 staff who have an unrivalled passion for our product and the industry that permeates from Director-level to factory floor. Our Company is comprised of dedicated, vibrant and committed individuals; eager and determined for the company to succeed.

We recently won the prestigious title of Best Dairy Ice Cream in the UK 2009/2010 in the Silver Cup Challenge, holding off fierce competition nationwide.

www.iamsubzero.com

