

NEWS

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Winning Flavors Announced In 8th Annual NJ State Ice Cream Festival

TOMS RIVER, NJ... On Saturday, July 17 under the blazing hot sun, thousands of people sampled some of the best ice cream in the state from ten contestants in the People's Choice category and crowned this year's winners at the 8th Annual New Jersey State Ice Cream Festival in Downtown Toms River. Attendees enjoyed live musical entertainment from The Elbows, the ShowPlace Waitri and the Spampinato Brothers while browsing vendors as they went from booth to booth sampling and voting on ice cream entries. A Special Judges panel sampled the thirteen entries and voted on the best vanilla.

In the People's Choice Local category, first place was awarded to Zita's Homemade Ice Cream of New Providence, NJ for their Smores flavor, second place went to Mrs. Walker's of Beachwood for their flavor Key Lime Pie, and third place going to Hoffman's Ice Cream of Point Pleasant and Spring Lake Heights, for their Cookies and Cake flavor. People's Choice first-place winner in the name brand category was Gifford's Ice Cream with Chocolate Lovers Chocolate with second place going to Friendly's for their Vienna Mocha Chunk and Kemp's Ice Cream garnering third for their flavor Pillsbury Cake & Ice Cream. Downtown Toms River Marketing Director Arleen Read says "the Ice Cream Festival is a unique event that's always a favorite with attendees. By the time you're done sampling all the wonderful flavors, you've eaten nearly a pint of ice cream!"

The Special Judges Panel judges honored three parlors for their outstanding vanilla. First place in the Local category went to Hoffman's Ice Cream, second place to Colaco's Creamery, and third place to Zita's Homemade Ice Cream. In the name brand category, first place went to Gifford's Ice Cream. For the first time in the history of the festival there was a tie for second place between Stop & Shop and Kemp's Ice Cream; in third place going to Friendly's.

The winners of the children's coloring contest, which was held prior to the festival, were Jason Lavery of Marlboro in the 3 – 5 years age group, Jane Lavery in the 6 – 8 year age group, and Shayna Miller of Morris Plains in the 9 – 12 year age group. Each child was presented with a

\$25 American Express gift card, and their winning entries will be posted online at
DowntownTomsRiver.com.

The New Jersey State Ice Cream Festival is presented annually by Downtown Toms River in celebration of National Ice Cream Month. The festival was held along Washington Street in Downtown Toms River and is one of many events hosted by Downtown Toms River. For more information on Downtown Toms River and upcoming events visit www.downtownomsriver.com or call 732-341-8738.

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