



Nestlé

Good Food, Good Life



NESTLÉ USA

NESTLÉ DREYER'S ICE CREAM COMPANY

HEADQUARTERS

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Nestleusa.com

DESCRIPTION

Nestlé Dreyer's Ice Cream Company manufactures, markets and distributes a full spectrum of ice cream and frozen snacks.

BRANDS

Brands currently manufactured or distributed by Nestlé Dreyer's in the United States include:

Premium — Nestlé Dreyer's premium products are marketed under the DREYER'S brand name throughout the Western states and Texas, and under the EDY'S® brand name throughout the remainder of the United States. DREYER'S and EDY'S brands include Grand, SLOW CHURNED®, No Sugar Added, Yogurt Blends, Sherbet and MAXX.

Super-premium — HÄAGEN-DAZS® Ice Cream. In the U.S., the HÄAGEN-DAZS trademark is licensed to Nestlé by General Mills.

Frozen Snacks —HÄAGEN-DAZS, NESTLÉ® DRUMSTICK®, NESTLÉ® bars and sandwiches, NESTLÉ® TOLL HOUSE®, NESTLÉ® PUSH-UP®, NESTLÉ® ESKIMO PIE®, OUTSHINE®, SKINNY COW®, NESTLÉ® DIBS® and PURINA® FROSTY PAWS®.

Internationally the DREYER'S brand extends to select markets in the Far East and the EDY'S brand extends to the Caribbean and South America.

PARENT COMPANY

Nestlé Dreyer's Ice Cream Company is part of Nestlé USA, and is owned by Nestlé S.A. of Vevey, Switzerland, the world's largest nutrition, health and wellness company.

- Nestlé Dreyer's Operations Centers in Bakersfield, California, and Laurel, Maryland, are two of the largest ice cream manufacturing facilities in the world.

DREYER'S Grand Ice Cream is one of the leading premium ice cream brands in the United States. East of the Rockies, the brand is known as EDY'S® Grand Ice Cream. DREYER'S/EDY'S® SLOW CHURNED® Light Ice Cream debuted in 2004. SLOW CHURNED light ice cream tastes every bit as rich, creamy and delicious as regular ice cream, with all the taste, 1/2 the fat, and 1/3 fewer calories. SLOW CHURNED Light Ice Cream is available in nearly 30 delicious flavors and is sold everywhere DREYER'S/EDY'S brands are found. For more information, please visit Slowchurned.com.



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- HÄAGEN-DAZS® super-premium ice cream has sought to innovate since its debut in 1960. It quickly became known and loved for its distinctive flavors such as Vanilla Swiss Almond and Dulce de Leche. HÄAGEN-DAZS ice cream was also the first to introduce the world to ice cream bars for the adult palate. Other super-premium innovations followed, most recently with HÄAGEN-DAZS Gelato. From source to spoon, the same diligent attention to quality that founder Reuben Mattus poured into every carton of HÄAGEN-DAZS ice cream continues today. For more information, please visit Häagen-Dazs.com.
- Since 1994, THE SKINNY COW® brand has made mouth-watering ice cream snacks for health-conscious ice cream lovers who know looking good and staying healthy doesn't mean a life without indulgences. THE SKINNY COW brand offers a variety of decadent low-fat and no sugar added frozen snacks. For more information on the brand, please visit Skinnycow.com.
- Since 1928, The NESTLÉ® DRUMSTICK® brand has been bringing consumers THE ORIGINAL SUNDAE CONE®. It combines complementary and contrasting tastes and textures that change throughout the eating experience, from the cool artificially-flavored Vanilla dipped in a chocolate coating then sprinkled with crunchy roasted peanuts, which sit on top of a chocolatey lined, crispy sugar cone, down to the chocolatey surprise at the bottom of the cone. Over the years, The NESTLÉ DRUMSTICK brand has introduced many great flavors and sizes in the U.S. For more information, please visit Drumstick.com.
- The OUTSHINE® brand was launched in early 2013, which includes DREYER'S and EDY'S® Fruit Bars line and six new flavors. The newest product innovation – COCONUT WATERS™ bars – is the first national coconut water-based frozen fruit bar to reach grocery and supermarket shelves. The brand also introduced new Limited Edition Seasonal Picks inspired by the farmers' market. The OUTSHINE brand's frozen snacks appeal to the 'shine brighter' sentiment of its consumers and how they approach life. For more information, visit OutshineSnacks.com.
- FROSTY PAWS® Frozen Treats for Dogs, in either the Original (Vanilla) or Peanut Butter flavor, is a wholesome choice for dogs with high quality protein and no sugar. For more information, please visit Facebook.com/FrostyPaws.



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Named one of "The World's Most Admired Food Companies" in Fortune magazine for sixteen consecutive years, Nestlé provides quality brands and products that bring flavor to life every day. From nutritious meals with Lean Cuisine® to baking traditions with Nestlé® Toll House®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that make good living possible. That's what "Nestlé. Good Food, Good Life" is all about. Nestlé USA, with 2012 sales of \$10 billion, is part of Nestlé S.A. in Vevey, Switzerland — the world's largest food company with a commitment to Nutrition, Health & Wellness — with 2012 sales of \$98 billion. For product news and information, visit Nestleusa.com or Facebook.com/NestleUSA.

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