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Award-winning Silver Moon Desserts Ice Cream Now Available at Whole Foods Market®

Bay Area artisan melds frozen desserts with premium liqueurs for 'Heaven on Earth' flavor experience, leaps important industry milestone of 100-store availability

SAN JOSE, CA – July 15, 2010 – Silver Moon Desserts, the artisanal creator of award-winning ice cream and sorbets, announced today its liqueur-infused frozen desserts are now available at 28 Northern California Whole Foods Market stores (wholefoodsmarket.com). Whole Foods Market is the leading natural and organic food retailer.

"We're thrilled to be in Whole Foods Market freezers," said Sheri Tate, Founder and CEO of Silver Moon Desserts. "The acceptance of Whole Foods Market is a critical milestone for our young company and a powerful signal of Silver Moon's appeal. Since last year's retail launch, we've exceeded our goals for getting onto the shelves of fine-foods markets. The artisan food arena is incredibly competitive, but we couldn't be happier with the Bay Area's phenomenal reception of Silver Moon."

After years of research and experimentation, former Silicon Valley technology marketing executive Tate founded Silver Moon Desserts in 2008 when she began supplying her premium, liqueur-infused ice cream and sorbets to the food service industry. The company launched its first retail line the following year, and upon its introduction immediately won national accolades from the National Association for the Specialty Food Trade and influential industry press and bloggers. This year Silver Moon Desserts was selected a "favorite" of Oprah (April 2010 O, Oprah Magazine), and has been featured in several online and print publications including the San Francisco Chronicle, InStyle, Intermezzo, Daily Candy, The Nibble, and others.

Silver Moon Desserts' luxurious ice cream and sorbets, made with all-natural ingredients, Real California Milk, and premium liqueurs including Irish Cream, Cointreau and Crème de Mint, are widely available throughout Northern California high-end markets including Andronico's, Bianchini's Market, Draeger's, Gene's Fine Foods, Piazza's Fine Foods, Robert's Markets, and now Whole Foods Market. The company continues to expand its presence, garnering space at retailers and specialty grocers across the region with more stores added weekly. The company is planning to expand into Southern California and the Pacific Northwest regions later this summer. Silver Moon is available for shipment anywhere in the United States through its online store, silvermoondesserts.com.

ABOUT SILVER MOON DESSERTS Silver Moon Desserts™ liqueur-infused ice creams and sorbets are unlike any other product in the super premium ice cream category. Silver Moon combines desserts with liqueur-- two popular after-dinner favorites -- to create a "heaven on earth" experience with its luxurious flavors. Silver Moon Desserts has ten retail flavors, including five ice creams and five sorbets, and they use all-natural ingredients, Real California Milk, and premium liqueurs in their award-winning creations. The San Jose-based company sells its sophisticated ice cream and sorbets to high-end restaurants, country clubs, hotels and retail chains including Whole Foods throughout Northern California. Its 2009 retail launch immediately earned Silver Moon top industry accolades for quality and innovation by receipt of the 2009 sofi™ (Specialty Outstanding Food Innovation) Silver Award for Outstanding Product Line from the National Association for the Specialty Food Trade. Silver Moon is available for purchase and delivery anywhere in the United States through its online store. Learn more at silvermoondesserts.com.

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