

SILVER MOON™

EXPERIENCE HEAVEN ON EARTH

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What is Silver Moon? Silver Moon Desserts[™] takes two after-dinner favorites -- dessert and liqueur -- and combines them to create truly unforgettable dessert experiences. Silver Moon Desserts are sophisticated, adults-only delights made from fresh, natural ingredients, Real California Milk, and premier liqueurs.

Silver Moon Desserts earned a coveted industry honor, the 2009 sofi[™] (Specialty Outstanding Food Innovation) Silver Award from the National Association for the Specialty Food Trade for Outstanding Product Line. The sofi Awards recognize excellence in specialty foods and beverages. *The Nibble*, a foodie favorite publication, also honored Silver Moon Desserts with its 2009 Fancy Food Show Silver Star for excellence and innovation.

Launched in 2008 to serve the food industry (caterers, country clubs, and high-end hotels and restaurants) Silver Moon Desserts expanded in 2009 into retail. The Los Gatos, California company offers its sophisticated ice cream and sorbets, packed in pints bearing whimsically chic imagery, in specialty retail locations throughout northern California.

Silver Moon Desserts flavors:

Ice Cream Flavors

- Praline Irish Cream- Smooth Irish cream liqueur with candied pecan pralines
- Crème De Mint Chip- Creamy mint liqueur with dark Belgian chocolate
- Coffee with Brownie Bits- Pure coffee liqueur accented with a generous helping of chewy brownies
- Orange Creamsicle- An adult version of this kids' classic. Crème Fraiche, Cointreau and swirls of candied orange peel
- Bourbon Vanilla Bean -Creamy, classic vanilla made with Tennessee bourbon and real vanilla beans



- Fig 'Capone (food service only)– Exquisite caramelized figs, Grand Marnier and rich mascarpone
- Chocolate Cherries' Jubilee (food service only)– Rich chocolate ice cream with candied wild amarena cherries imported from Italy, brandy and kirsch

Sorbet Flavors

- Lavender Limoncello- Lavender-infused lemon sorbet with Limoncello liqueur
- Mango Mimosa- Cool mango puree infused with champagne
- Strawberry Daiquiri- Strawberry puree, lime juice, dark rum and triple sec
- Mojito Ice- A refreshing rush of lime, rum and fresh mint
- Pomegranate Martini- Exotic Mediterranean pomegranate sorbet infused with pomegranate liqueur and vodka
- Peach Bellini (food service only)– Delightful peach sorbet with a hint of Prosecco
- Spiced Pear (food service only)– Delicately spiced pear sorbet infused with pear liqueur



Silver Moon Desserts Creator:

President and CEO Sheri Tate left a successful 12-year career as a Silicon Valley technology industry executive to follow her dream in 2008. Inspired by memories of her mother's renowned dessert recipes, she had long been creating delicious, hand-cranked ice cream and sorbet desserts as a hobby. The enthusiastic response from friends and family – "the best ice cream they ever tasted" – fueled her leap from tech to gourmet.

Story Ideas:

1. Today's uncertain economy calls for some restraint in the luxury outlays. But with Silver Moon Desserts' sumptuous, high-quality ice cream and sorbets, one can indulge without spending a fortune. Whether entertaining friends, enjoying a romantic dinner for two or simply spoiling one's self at the end of a long day, Silver Moon's divine desserts fit the bill.
2. Ice cream can sweeten a sour economy -- the U.S. ice cream industry generates more than \$21 billion in annual sales and provides jobs for thousands of citizens. About 9% of all the milk produced by U.S. dairy farmers is used to produce ice cream, contributing significantly to the economic well-being of the nation's dairy industry. Artisanal ice cream makers like Silver Moon are a growing part of this sector, contributing upscale products to the dairy case while supporting local, California-based dairy farms.
3. Silver Moon's Mojito Ice or Lavender Limoncello in the sorbet intermezzo course are perfect accompaniments to a sunny wedding brunch. One small scoop of these frosty delights, will cleanse the palate in anticipation of the main course. For those whose wedding colors are, for

example, tones of rose or green, use Pomegranate Martini or Strawberry Daiquiri, to coordinate or accent the theme.

4. The National Restaurant Association recently crowned mini desserts the top food trend. Silver Moon allows culinary experts to show their creativity in an unpretentious way with easy-to-prepare creations. For example, a colorful Tasting Trio of Mango Mimosa, Pomegranate Martini and Lavender Limoncello-- three flavors served together for maximum sweet-tooth bliss. Or, perhaps a French Macaroon Ice Cream Sandwich Duet -- one Filled with Praline Irish Cream, the other with Coffee Ice Cream with Brownie Bits. Dinner guests will be appropriately awed by the cook's culinary skills, but the cook won't be trapped in the kitchen making these tasteful desserts.
5. Silver Moon Desserts sorbets are a fat-free way to include dessert in a vegan food diet. Mango Mimosa's light, refreshing flavor lets the health-conscious enjoy a sweet new trend without fat or dairy.
6. Even in this uncertain economy, a high-powered Silicon Valley professional leaves the corporate world behind to follow her passion -- and reaps the sweet rewards. Silver Moon President and CEO Sheri Tate is a great spokesperson for women and young entrepreneurs. She has a vivacious on-air personality, is articulate and passionate about creating a successful, quality business. She spent 12 years in the tech industry before turning her ice cream-making hobby into a business. Barely two years old, the company has earned national industry acclaim and is moving rapidly onto the shelves of high-end California grocers.

Where can I buy it? Silver Moon Desserts are available at Northern California Whole Foods, at a growing number of specialty food stores and restaurants throughout California. Pints and 1.5-gallon food service drums can be purchased at www.SilverMoonDesserts.com or by calling 877.778.8009. Wholesale orders are available for restaurants, hotels caterers and country club outlets.

How much is it? Suggested retail price for pints - \$7.99. Delivered gift boxes of assorted flavors range from \$30-72.

What else? Silver Moon Desserts' headquarters are in San Jose, California.

Advocates: Michael Sands, former Chief Marketing Officer of Ben & Jerry's and now CEO of Lesser Evil Snacks has joined Silver Moon Desserts advisory board. He says, "Silver Moon has the most innovative ice cream and sorbet products I have seen on the market since I left Ben & Jerry's."

Try Silver Moon Desserts at the upcoming in-store tastings and events – go to <http://www.silvermoondesserts.com/tastings.html> and <http://www.silvermoondesserts.com/events.html>