

Food Network's 'Unwrapped' To Feature MaggieMoo's Super-Premium Ice Cream Cupcakes and Cakes

Host Marc Summers Reveals Ice Cream's Cool New Trend – Cupcakes

COLUMBIA, Md. (April 17, 2007) – MaggieMoo's International, a super-premium ice cream brand known for introducing innovative frozen treats such as ice cream cupcakes, will make its debut on Food Network's "Unwrapped" on Monday, April 23, at 7:30 p.m. in the episode "Cakewalk."

During every episode of the popular show "Unwrapped," host Marc Summers gives viewers a behind-the-scenes look at little-known details and secrets used to create classic American food and treats. In the "Cakewalk" episode, MaggieMoo's unique ice cream cupcakes take front and center stage as Summers reveals how this cool new treat is made at MaggieMoo's.

To better understand how the ice cream magic happens, viewers will receive an all-access backstage tour of a MaggieMoo's Treatery, getting up close and personal with the ice cream-making process. They also will discover how the MaggieMoo's ice cream connoisseurs create the industry's first-ever ice cream cupcake, which consists of award-winning dark chocolate ice cream, a layer of moist chocolate cake and marshmallow filling, all topped with rich chocolate ganache and a swirl of Better Crème. Although this is the signature cupcake flavor, Treateries have creative license to make any design and flavor of cupcakes

"We're thrilled that our ice cream cupcakes will be featured on 'Unwrapped,'" said Debbie Benedek, senior vice president of brand marketing for MaggieMoo's International. "As the first and only national ice cream brand to create an ice cream version of the nostalgic treat, we spent months formulating the idea and testing the product until it was perfect."

The "Unwrapped" episode also features MaggieMoo's spokesperson, Maggie, a personable seven-foot tall cow donning a pink dress and pearls, who is known as one of the ice cream industry's most beloved characters. Additionally, the show will include interviews with company executives and details about other quality MaggieMoo's products.

“Unwrapped” is one of the Food Network’s most-watched programs, and was ranked as No. 5 on Food Network’s Top-10 Rated regularly scheduled primetime programs during January 2007.

MaggieMoo’s currently operates more than 190 Treateries across the nation. Each location features a menu of freshly made premium ice creams, mix-ins, smoothies, sorbets, ice cream cupcakes and custom ice cream cakes.

For more information about Maggie-O’s or any other MaggieMoo’s product, visit www.maggiemoos.com. For more information on “Unwrapped,” or for show times and schedule, visit www.footnetwork.com/food/show_cw.

About MaggieMoo’s Ice Cream and Tretery

Based in Columbia, Md., MaggieMoo’s (www.maggiemoos.com) currently operates more than 190 Treateries across the nation. Each location features a menu of freshly made super-premium ice creams, mix-ins, smoothies, sorbets, the country’s first ice cream cupcakes and custom ice cream cakes. MaggieMoo’s chocolate, dark chocolate, vanilla, vanilla bean and strawberry ice cream flavors all have been awarded The National Ice Cream Retailers Association’s prestigious Blue Ribbon Award, for taste, texture and overall appearance for eight years in a row. MaggieMoo’s is the only national retail concept to win all five awards.

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